

Sexual Assault Prevention and Response (SAPR) Program

2017 Sexual Assault Awareness and Prevention Month (SAAPM) Toolkit

Fifth Edition, Revised March 2017



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2017 Sexual Assault Awareness and Prevention Month (SAAPM) Toolkit Introduction

Sexual Assault Awareness and Prevention Month (SAAPM) continues to be a time where our Sexual Assault Prevention and Response (SAPR) Program shines. Let's make 2017 our biggest year yet!

Commander, Navy Installations Command Headquarters' (CNIC HQ) Sexual Assault Prevention and Response (SAPR) Program is proud to release the fifth edition of the SAAPM Toolkit, with the goal of providing ideas and resources to enhance SAPR Program awareness and prevention efforts. Thank you to all the Navy installations that have provided feedback and best practices every year. This toolkit would not be possible without ongoing input from the field, and features information on prevention, awareness and collaboration strategies to bring about change within the Navy community as a whole. New features include additional event ideas, updated statistics, media templates, and additional marketing and social media information. Happy SAAPM planning!

This toolkit was created for use by both Sexual Assault Response Coordinators (SARCs) and commands to encourage collaboration and shared responsibility for SAAPM events. The SARC is still the central coordinator of SAAPM events and activities on Navy installations. Other stakeholders using this toolkit for the purpose of planning SAAPM events should work closely with their installation SARC to ensure a coordinated calendar of events and to avoid any duplication of efforts.

This toolkit would not be possible without the creativity, feedback and best practices shared by our Navy regional and installation SARCs. We are also grateful to the National Sexual Violence Resource Center* (NSVRC) for developing robust information and resources for SAAPM planning, some of which have been adapted for use in this toolkit.



SAAPM Event Planning

Careful planning ahead of time can help ensure your SAAPM events and outreach efforts are a success. Event planning requires effective collaboration and strategies to engage stakeholders, delegate work, combine efforts, and share resources. Seasoned SARCs are a great resource to newer SARCs for ideas and previous lessons learned, so conversation between the two is strongly encouraged. Although event planning tips are included throughout this toolkit, this section includes best practices straight from the field, a checklist of event planning items to consider, and a suggested timeline for planning.

Promising Practices for Successful SAAPM Event Planning

CNIC HQ SAPR continues to collect promising SAAPM practices from the field. Some useful, promising practices shared by Navy SARCs include:

- Start planning early. Most SARCs find that planning should start for SAAPM at least six months out to secure event locations, funding, and supplies.
- Convene a SAAPM Planning Team of stakeholders, including both active-duty personnel and civilians, to coordinate efforts, and meet monthly and then weekly as you get closer to the start of SAAPM.
- Engage SAPR command personnel in the SAAPM event planning process. This not only helps engage commands in SAAPM, but helps spread around the work as well.
 - For example, provide a list of sample SAAPM events to SAPR command personnel and ask each one to take the lead on one event.
 - Regional SARC can hold teleconferences with SARCs in their AOR to provide planning support and to share ideas and event calendars.
- Discuss what types of SAAPM event supplies can and cannot be purchased. Think about creative partnerships with military and community stakeholders to share costs.
- Communicate regularly with stakeholders and commands to ensure that there are no overlapping or multiple events planned on any given day during SAAPM (reduces participation).
- Outdoor events (cookouts, 5K walk/runs, etc.) should have an alternate date established in case of inclement weather and include the “rain date” on promotional materials.
- Provide food and beverages at your SAAPM events to bolster attendance (see “Collaborating Effectively with Stakeholders” section on pg. 34 for tips on funding food and beverages).
- Build a volunteer calendar for the month of April and encourage all SAPR Victim Advocates (VAs) to sign up for volunteer shifts.
- Leverage social media to market and document events, and encourage active-duty personnel, family, and civilian participation. For example, you can announce one week ahead of the event and then post a reminder the day before the event.
- Create an all-hands SAAPM schedule flier to post up around the installation prior to April 1 (you can work with your Fleet and Family Readiness (FFR)/Morale, Welfare and Recreation (MWR) region or installation marketing department to make it eye-catching).
- Avoid planning events around holiday weekends (Easter, Passover, etc.) as this may negatively impact participation.



Event Planning Things-to-Consider Checklist

There are a number of things to take into consideration when planning an event. For example:

GOALS

- ☐ What are my goals for the event (i.e., increasing awareness, educating about prevention, volunteer appreciation)?

- ☐ Have I identified a “rain date” in case of inclement weather? Is this information included on promotional materials?

TARGET AUDIENCE

- ☐ Who is my audience for the event? (Take work and class schedules into consideration.)

STAFFING

- ☐ Is there adequate staff available at the event location, if needed?
- ☐ How many people am I expecting to attend the event?

PLANNING DETAILS

- ☐ What permissions do I need to obtain in order to hold the event and from whom?
- ☐ What Navy, region, or installation protocols exist for this type of event?
- ☐ What elements can I add to the event to increase attendance (e.g., if appropriate: refreshments, music, guest speaker, etc.)?
- ☐ Have I engaged leadership early on to help promote/support the event and encourage attendance?
- ☐ Do I need to invite a guest speaker?

COLLABORATION

- ☐ Could I collaborate with others on the event? For example, if there are several similar events, could I collaborate with other groups to share resources and host one big event, such as a 5K Fun Run, Clothesline Project display, sports tournament, and/or barbecue?

DATES

- ☐ What date(s) do I want to hold the event?
- ☐ Are any of my events scheduled on or around religious or federal holidays, which may impact attendance?
- ☐ What other event(s) may be taking place on that date and time that may be conflicting? Can I potentially collaborate on these other events?

MARKETING AND PROMOTIONS

- ☐ What marketing avenues will I use for the event Fleet and Family Support Center (FFSC) newsletter, fliers, emails, installation newspaper, social media, CO's monthly N-code meeting, etc.)? Should I invite specific groups or individuals?
- ☐ Should I invite media to the event? If so, are there any privacy concerns or need for a photo release? Did I obtain approval from the Public Affairs Office (PAO)? Did I invite the local installation newspaper, etc.?

LOCATION

- ☐ What type of space will I need for the event, and what spaces are available? Have I considered less traditional event spaces, such as hosting events in the barracks?
- ☐ If my event is going to be outdoors, is there a back-up location for inclement weather? Is this information included on promotional materials?

ACCOUNTING

- ☐ Do I need to budget for an honorarium or speaker's fee?
- ☐ What are my total costs?
- ☐ What funding sources are available to support the event?

You can get creative with funding, as long as you stay within current regulations. Check with your legal department if you are unsure if a particular funding source is allowable. Think about other organizations or clubs that can sponsor or support your event. For example, Chief's Mess,* Chief Petty Officers Association (CPOA),* First Class Petty Officer Association (FCPOA),* Junior Enlisted Association (JEA),* Family Readiness Group (FRG), and officer spouse clubs* can be very helpful during SAAPM.

*Reference to these non-federal entities does not constitute an endorsement by the Department of the Navy or CNIC

Suggested Planning Timeline

7-8 Months Prior (August/September):

- If your installation will hold a 5K run/walk, reach out to MWR to secure a date. The earlier the better.
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5-6 Months Prior (October/November):

- Review Event Planning Things-to-Consider Checklist.
 - Determine your SAAPM budget.
 - Make a list of potential collaborators and reach out to them with initial event ideas.
 - Make a list of potential event venues located on and off base and determine availability.
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3-4 Months Prior (December/January):

- Meet with collaborators to finalize SAAPM calendar of events, ensuring accuracy and feasibility of allotted time scheduled for each event.
 - Form a SAAPM Planning Team that meets at least monthly during this time.
 - Confirm all event venue reservations/bookings.
 - Work with PAO to develop a marketing and communications plan to publicize SAAPM events.
 - Meet with your FFR/MWR regional or installation marketing department to discuss any marketing materials that need to be developed locally (SAPR program posters must be approved by CNIC HQ SAPR).
 - For CONUS and OCONUS, especially remote locations, order marketing materials and event supplies far enough in advance to account for shipping time.
 - If you are hosting a SAAPM Proclamation signing ceremony, engage with leadership to begin the approval process for proclamation language.
 - Confirm leadership availability for applicable SAAPM events at least 90 days in advance.
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2 Months Prior (February):

- Meet with PAO and FFR/MWR regional or installation marketing department to review marketing plan, materials, and SAAPM-related media.
 - Submit articles to be considered for inclusion in publications coming out mid-March to create anticipation around SAAPM.
 - Submit CNIC-approved marketing materials to your FFR/MWR regional or installation marketing department to be finalized and printed.
 - Submit all relevant training information for the DoD Sexual Assault Advocate Certification Program (D-SAACP) continuing education approval to CNIC HQ SAPR, at least 30 days in advance of the training event.
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- Provide invited speakers with information on the intended audience and base access logistics, especially if they are a civilian. This will assist presenters in tailoring their presentation or remarks.
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1 Month Prior (March):

- It is recommended that you do not add any additional events to your SAAPM calendar after early March. Instead, focus on fine-tuning the events you are already planning.
 - Check your marketing plan to ensure SAAPM events are being advertised in advance.
 - Increase the frequency of SAAPM Planning Team meetings to weekly to ensure all logistics are confirmed and to troubleshoot, as needed.
 - Have a planning meeting with your SAPR VAs, unit SAPR VAs (UVAs), along with unit SAPR POCs, to ensure everyone is organized and ready to contribute to SAAPM.
 - Review presentations and materials from guest speakers to ensure they meet the needs of the event and are in line with current SAPR policy.
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2 Weeks Prior:

- Check in with all event venues to confirm details (A/V equipment, supplies, room set-up, etc.)
 - Check in with any invited speakers to ensure they have event details, directions, and instructions on how to get on base. Make arrangements to assist, as necessary.
 - Confirm you have final versions of all event materials (handouts, presentations, etc.), and print ahead of time.
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1 Week Prior:

- Do an additional SAAPM event marketing push, if needed. This can include an all-hands email, posting the SAAPM event calendar to your installation's website, and using other communication mechanisms on your installation (radio or newspaper announcement, etc.). Also use your UVAs and unit SAPR POCs to get the word out to their commands.
 - Confirm logistics with all event volunteers (location, set-up and break-down times, volunteer roles).
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On April 1, give yourself a big pat on the back for a job well done! Although SAAPM is a busy month for the SAPR Program, your careful planning helps ensure smooth sailing ahead. Be sure to build in some self-care activities during and after the month.

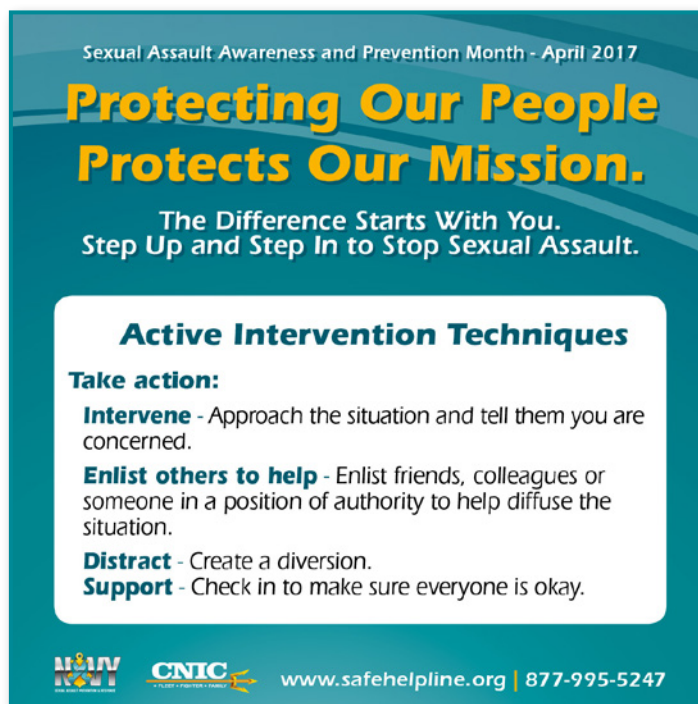
SAAPM Event Ideas

SAAPM provides an opportunity for SARCs and other stakeholders to address sexual violence by engaging the Navy community through awareness and prevention-focused events and activities. These forums provide an opportunity not only to raise awareness and promote prevention, but also to challenge existing social norms and beliefs. Sexual assault can happen to anyone, anywhere, at any time; therefore, all individuals, both inside and outside the fence line, have a role to play in ending sexual violence.

Events outlined in this section can be tailored in a variety of ways to different audiences. These activities are not intended to replace required SAPR Program training. The goal is to augment existing efforts with additional awareness and prevention activities and outreach. It is important to choose activities that will attract an audience, are interactive, and foster discussion around social change regarding sexual violence within the Navy.

If this is your first year with the SAPR Program, executing a successful SAAPM calendar may feel overwhelming. You can help spread out the work and engage more people by seeking support from your SAPR VAs, unit SAPR POCs, and other installation stakeholders, including the Public Affairs Office (PAO), Fleet and Family Readiness (FFR) Marketing, commanding officers (COs), Family Advocacy Program (FAP), MWR, professional associations, and local civilian sexual assault service providers. This section provides a variety of event ideas, many of which have come from your colleagues in the field. They are divided into sections (leadership engagement, stakeholder engagement, prevention, etc.), but can be adapted for a variety of purposes and audiences. If you have any additional event ideas, please email CNIC_HQ_SAPR@navy.mil, and CNIC HQ SAPR will post them to the G2 SAPR Team Site.

It is important to identify an adequate number of SAPR VAs and clinical counseling personnel to attend events to support any survivors who disclose during or after an event.



Sexual Assault Prevention Activities

Prevention-focused activities can inspire participants to be a part of the solution by providing information, forums for discussion, and skills practice for preventing sexual assault. Prevention activities should engage both men and women, and emphasize the critical role that everyone plays in sexual assault prevention.



(NEW) Intervention Challenge – Similar to the popular “What Would You Do” series, prepare and act out a scenario in a public place, with at least one officer or senior petty officer to observe the scenario and ensure that nothing gets out of hand. After the scenario has been acted out, have a facilitator inform the surrounding people that it was just a play-acted scenario and not a real world event. Have the facilitator, observer and actors engage individuals who witnessed the scenario in a discussion about active intervention skills and what they could do if they witnessed a similar scenario in the future. In 2016, NSA Bahrain planned and executed this event during SAAPM, and gathered information regarding individuals’ rates and ranks after the exercise was completed (with no other identifying information).

Men’s and Women’s SAPR Symposiums – Symposiums for men-only and women-only groups perform three important roles: raising awareness of behaviors that can lead to sexual assault; challenging individuals to take an active role in reducing sexual violence, harassment, and abuse; and empowering Navy leaders to mentor and educate their peers and Sailors on sexual assault prevention. The facilitated, gender-specific format encourages open and honest discussions about the issues. These men-only and women-only events also can take the form of sports or other group activities.

Active Intervention Skill Sharing – Host a skill-sharing event where participants can talk about active intervention, discuss barriers they have experienced, and help each other brainstorm ways of overcoming those barriers to successfully intervene and prevent sexual assault. This event should ideally be facilitated by a SARC or other SAPR personnel.

A Cup of Prevention – Coordinate with your galley to offer free coffee, while hosting a discussion on ways to prevent and/or reduce sexual assault on the installation. Invitations could be sent installation-wide or limited to specific stakeholders and/or responders within the installation.

Planning Tip: Make sure this activity isn’t too triggering – keep the scenario on the lighter side.

Planning Tip: Have attendees register ahead of time in order to plan for adequate seating, materials and staffing.

Planning Tip: Engage with a local theater group to develop skits that can be presented to participants. These skits should be tailored to the intended audience (e.g., E-6 and below). By seeing positive active intervention actions being modeled, participants may be more willing to participate and share their own ideas.

Planning Tip: Ensure that you have SAPR handouts and materials that participants can take with them for future reference.

SAPR Trivia –

Challenge Sailors to show off their knowledge of the SAPR Program and prevention strategies by hosting a SAPR trivia event. This could take the form of a SAPR Trivia Night, a Jeopardy-style game show, or a trivia question of the day, where participants submit written answers for a chance to win prizes. Another option is to plan a “SAPR Drive-By Quiz,” by going around the installation on a designated day to give SAPR-related trivia questions to individuals wearing teal ribbons, for the chance to win small prizes.

Planning Tip: Ice cream and other treats can be a strong motivator. Arrange to hand out free ice cream and have participants answer a SAPR trivia question prior to receiving their reward.

White Ribbon Campaign –

This is a great project to coordinate with SAPR VAs and/or a local men’s organization. It also makes for a great press event. The goals of the campaign are to involve men in support of eradicating men’s violence against women, to raise awareness in the community, and to support organizations that deal with the consequences of men’s violence against women. Participants with this activity wear a white ribbon and sign a pledge card stating that they will never commit, condone, or remain silent about violence against women. For more information, visit www.whiteribbon.ca.*

Planning Tip: If possible, arrange for male SAPR VAs or unit SAPR POCs to lead these events.

SCREAM Theater –

In 2007, as part of SAAPM, the CFA Yokosuka SAPR Program team designed and presented the first production of Sailors Challenging Reality and Educating Against Myths (SCREAM) Theater. This program was adapted from Students Challenging Reality and Educating Against Myths (SCREAM) Theater, developed at Rutgers University. Now an annual event, this live-action dramatic performance addresses sexual assault in the military. The 90-minute performance relies on scripts written, performed, and narrated entirely by Sailors. Each year, new Sailors, civilians, and family members volunteer to get involved in writing, producing, narrating, acting, and providing staging and lighting expertise. Productions cover a variety of themes, including alcohol and drug-facilitated sexual assault, sexual assault in the home, and use of power in sexual assault, as well as how to report these crimes. On average, SCREAM Theater has reached more than 1,500 Sailors every year, from commands on shore and aboard ships.

Theater Presentations –

In addition to SCREAM Theater, there are a variety of ways to use theater as a medium for SAPR and prevention messaging. For example, you can engage with your local Coalition of Sailors Against Destructive Decisions* (CSADD) chapter, SAPR VAs, or other peer-mentoring groups at your installation no later than three months prior to April to brainstorm topics. The group can then generate scenarios while the SARC reviews the information and skit ideas for accuracy and appropriateness. Have the groups practice together, and ensure that the script (if one exists) or the production itself is reviewed and approved by the command SJA and SARC, especially if a non-federal entity takes the lead on organizing the event, or references to legal information are made within the presentation. Using a narrator during the performance can be useful for highlighting learning points and important information.

Planning Tip: If there is a local community theater group in your area, consider teaming up with them to provide recommendations on how to make it an effective and enjoyable theater experience for the audience.

“Where Do You Stand” Campaign* –

Developed by Men Can Stop Rape (MCSR)*, this active intervention campaign encourages men to actively participate in sexual assault prevention. The campaign consists of a one-day training and social marketing materials, including posters, postcards, banners, radio and television PSAs, and apparel. You can find more information at www.mencanstoprape.org.*

Planning Tip: Collaborate with an organization, such as CSADD*, to help recruit men to attend and to provide best practices.

Brown Bag Lunch and Learn –

Invite installation members to join a lunchtime discussion on sexual assault awareness and prevention. Offering D-SAACP continuing education credits is a great way to encourage UVA participation. For example, you can screen a short video on active intervention (see “Videos for Use as Training Tools” section on pg. 54) as a jumping-off point to discuss what opportunities individuals may have to recognize a risky situation and safely and effectively intervene. Be sure to build in time for CNIC HQ SAPR to review any locally-developed training for D-SAACP continuing education.

Planning Tip: Explore partnering with large commands on base to host this event in their building or ship (carrier or large-deck amphib) to maximize attendance.

Sexual Assault Awareness Activities

Awareness activities are useful for ensuring people at your installation know that April is SAAPM. These types of activities also can help illustrate the scope and impact of sexual assault in many creative and visual ways. Awareness displays, such as teal ribbons or flags, require minimum manpower once they have been set up. To maximize impact, these activities can be concentrated toward the beginning of April.

Installation Gate Hand-Outs –

On April 1, post SARCs and SAPR VAs at gate entry points to hand out SAPR materials, including brochures and ribbons, to those entering the base. Put out an all-hands email prior to April 1 so that people are aware this will be occurring. Include a calendar of events in the handouts to increase awareness of SAAPM events. Be sure to ask permission and coordinate with installation security to ensure that this activity does not violate or interfere with security protocols.

Planning Tip: If guards will be handing out materials as well, be sure to have the SARC or SAPR VA present to ensure guards are comfortable with the task.

Information Table –

Set up an information table in high-traffic areas, such as NEX, commissary, base theater, mess decks, and quarterdecks. Tables can be stocked with SAPR program brochures, fact sheets, and local resources (i.e., Safe Helpline, FFSC, community). Additionally, SARCs can offer teal ribbons and other pre-approved giveaways to attract visitors. Giveaways don't have to be expensive -- having something as simple as a candy bowl can help draw people to the table. At least one SARC or SAPR VA should be present to answer questions and share information about the SAPR Program. You may also want to consider including a poster with photos of the installation's SARC(s) and SAPR VA(s).

Planning Tip: To increase outreach on the installation, create a traveling display that commands can check out for a few days at a time.

SAPR Resource Fair –

One way to ensure more foot traffic to an information table is to join with other installation programs and resources to hold a resource fair. This type of event also can involve partnering with CSADD* or one of the Sailor or spouse's associations on your installation to host an accompanying cookout, or to arrange for live music or snacks to help draw a crowd.

Planning Tip: Create a scavenger hunt where participants must get information from each resource table in order to be entered for a prize raffle.

SAPR Photo Booth –

Capture positive and supportive messages by setting up a SAPR photo booth at an event during SAAPM. Have participants write down a statement about healthy relationships, active intervention, or other positive prevention-focused messages and take their photo. Having blank paper with printed prompts at the top can help get the creativity flowing. For example: "I support

Planning Tip: Ask your PAO to provide a photographer to capture high-quality photos, and coordinate with the PAO for use of the photos on command and social media sites. Teal-colored props can help attract participants and keep the mood fun.

survivors because ...,” “Healthy relationships are ...,” “I actively intervene because ...,” and “Together, we can eliminate sexual assault by” Be sure to request permission before posting photos to social media. The original signs can be turned into a display in a high-traffic area of the installation.

Teal Campaign –

Visual displays can be a powerful way to honor survivors and bring awareness to the scope of sexual assault during SAAPM. For example, coordinate with the installation CO to obtain small teal flags and insert them into grassy areas throughout the installation. Flags can represent the number of sexual assaults reported on the installation or across the Navy or DoD during FY16.

Other teal items that can be used for teal campaign displays include ribbons and shoes. Naval Base Kitsap painted and displayed pairs of shoes to represent each of the sexual assault survivors at the installation who made a report during FY15. Items that are easy to transport can be rotated to various tenant commands throughout the month. Be sure to post signage that describes what the teal flags, ribbons or other items represent, and include information on how to access SAPR services.

Teal Ribbon Tying Challenge –

Introduce an element of friendly competition for posting teal ribbons on your installation. Organize a challenge in which teams of Sailors run ribbons to different zones around the base. Assign point values to each zone and include in the contest directions that teams must place a certain number of ribbons per zone to ensure they all receive coverage. The first team to place ribbons in all zones wins. This is a great way to engage student populations and other junior Sailors.

Human Sexual Assault Awareness Ribbon –

Create a human sexual assault awareness ribbon by having participants wear teal-colored shirts or hold teal paper and stand in a ribbon-shaped formation. The event engages participants to show they stand with survivors and against sexual assault. This works especially well in a sports stadium or on a ship where photographs can be taken from above.

Planning Tip: Post signage that describes what the teal flags represent, and include information on how to access SAPR services.

Planning Tip: Call on command master chiefs to help recruit Sailors for this activity.



“Start by Believing” Campaign* –

“Start by Believing*” is a powerful public awareness campaign created by Ending Violence Against Women International (EVAWI),* and includes free resources including videos, a PowerPoint presentation, brochure, and poster design for local printing. Every April, this campaign designates a day of action. For SAAPM 2017, it is April 4, 2017. The “Start by Believing” campaign works to challenge society’s responses to sexual assault. SARC’s should approach their local medical, NCIS, and JAG contacts to arrange for a brief about the campaign. For more information, visit <https://youtu.be/71iHDsJVKEU> and <http://www.startbybelieving.org/home>.

Planning Tip: If you want to further tailor the message for a particular audience, work with your installation PAO to tailor a PSA for the local audience, to include local SAPR Program contact information and resources. See pg. 39 for more information on how to create a PSA.

Pre-Movie PSA Screening –

Work with your PAO and MWR to show SAPR or SAAPM-focused Public Service Announcements (PSAs) at base movie theaters during April. These could include DoD and Navy-produced PSAs, as well as PSAs from organizations such as the NO MORE Campaign* and Project Unbreakable*. Please note: All PSAs should be reviewed and approved by your installation PAO.

Planning Tip: If desserts are being provided free of charge, have a SARC or SAPR VA ask individuals to respond to a SAPR trivia question prior to receiving their complimentary dessert.

Restroom Campaign –

SARC’s can take advantage of unconventional advertising space by placing SAPR Program fliers on the back of stall doors in the restrooms of buildings at the installation and/or commands. SARC’s should ensure they request permission before posting fliers. Planning Tip: Collaborate with FAP and civilian service providers to include a variety of resources on the fliers.

Planning Tip: Build rapport with the managers at MWR facilities to establish a cooperative relationship in advance of SAAPM.

SAPR Desserts Galley –

Work with your local MWR and galley management to feature “SAPR desserts” (cupcakes, cake, cookies, with teal icing ribbons). Ensure that SAPR Program personnel are present at an information table during the event.

SAAPM Receipt Campaign –

Work with MWR facilities (restaurants, bars, bowling alleys, etc.) to have local businesses print “April is Sexual Assault Awareness Month” on all receipts. Include the DoD Safe Helpline (877-995-5247) and the installation’s 24/7 sexual assault response number.

Wear Teal Day –

Civilian employees can be encouraged to wear the color teal in order to promote awareness. For participation by active-duty personnel, work with the ICO to consult the regional commander's uniform instruction and seek guidance from the regional commander. You can use alliteration to make it easier to remember the day of the event (e.g., "Teal Tuesday"). Effective promotion is the key to making this event successful. It is important that individuals check with their supervisors to see if they can participate in the event.

Planning Tip: Invite several UVAs to participate as roving photographers for the day, capturing images of people wearing teal. Create a photo collage of participants online or in the FFSC.

Teal Deal Day –

If you're already planning to host a "Wear Teal Day" at your installation, add an incentive for participation by working with MWR to arrange for special discounts for those wearing teal. This can include deals such as discounted movie tickets, free shoe rental at the bowling alley, or a certain percentage off of lunch menu prices. Please note that DoD employees may not solicit gifts (i.e., requesting special discounts from local off-installation businesses).

Planning Tip: Be sure to confirm at least two weeks in advance that management and employees are aware of the "Teal Deal Day" initiative. If possible, stop by early on the date of the event to remind on-site management and staff. Send an all-hands reminder about Teal Deals a day prior to maximize participation (e.g., if you are hosting Teal Tuesday, send a reminder on Monday).

Denim Day* –

To honor Denim Day, civilian employees are encouraged to wear jeans to work in order to promote awareness. Your organization also can print stickers or buttons with Denim Day slogans on them, to encourage people to ask, "What is Denim Day?" Provide participants with small fliers with the history of Denim Day and its connection to SAAPM to hand out to anyone who asks. Effective promotion is the key to making this event successful. It is important that individuals check with their supervisors to see if they can participate in the event. For more information, visit www.denimdayusa.org.*

Planning Tip: Prior to planning Denim Day activities, meet with your installation's legal department to ensure that you can move forward with this event.

Denim Day Displays –

At NS Great Lakes, the Recruit Training Command SAPR command POC worked with other stakeholders to create "quilts" made of denim fabric. These quilts were displayed in the barracks. Staff made the displays, and recruits were able to view the displays without interruption to their tight training schedule. This approach to recognizing Denim Day still had the benefit of starting conversations around victim-blaming, while avoiding any complications with uniform regulations.



“Let’s Bag Sexual Assault”

Commissary Event –

This is an awareness event where SAPR VAs and POCs bag groceries and hand out SAPR materials to increase awareness among commissary patrons. If the commissary does not permit non-employees to bag groceries, ask if you can have an information table at the entrance. Coordinate with the installation SJA, who can reach out to NEXCOM OGC to iron out any potential legal issues.

Planning Tip: If non-employees are not permitted to bag groceries, develop a small information and resources card for commissary employees to place into shopping bags.

Silent Witness Display/Silent No More Display –

The Silent Witness Project was originally created to increase awareness of domestic violence homicides, and local universities or service providers may already have a display that you can use (especially CONUS locations). The Silent Witness silhouettes also can be used to refer to sexual assault survivors. In 2014, NAF Atsugi SAPR personnel said the display caused people to “stop in their tracks.” NAS Whidbey Island created a “Silent No More” display, and refreshed the stories on the silhouettes throughout the month to foster continued interest. The display should be placed in a high-traffic area to ensure maximum exposure.

Planning Tip: As this display can be triggering for survivors, it is a best practice to have SAPR VAs present to provide support. You also can move the display to various locations around your installation for wider exposure.

“NO MORE” Campaign –

The NO MORE Campaign* provides celebrity PSAs, posters, and other materials to increase awareness of multiple forms of interpersonal violence, including sexual assault, intimate partner violence, and stalking. The NO MORE campaign presents an opportunity for collaboration with FAP. You can download a NO MORE toolkit from <http://nomore.org/>.*

Planning Tip: Work with the installation PAO to brainstorm media outlets where NO MORE campaign materials can be used.

Radio Spot –

Work with your PAO to arrange and prepare for an interview to discuss various elements of SAPR and sexual assault prevention on a local civilian radio station. For OCONUS locations, work with Armed Forces Network (AFN) to prepare content for the installation radio station. You can involve other SAPR stakeholders, such as legal, NCIS, or medical, to explore a variety of issues related to sexual assault prevention and response.

Planning Tip: Work with your PAO to develop approved talking points for interview participants. Ensure that at least one SAPR SME is present at every interview (RSARC, SARC, full-time SAPR VA).

SAPR Facts at Morning Muster –

Work with command SAPR POCs to provide SAPR facts and statistics at morning muster. Also include SAPR facts in POD/POW (see “Plan of the Day (POD)/ Plan of the Week (POW) Notes” section on pg. 46 and the “Sexual Assault Statistics” section on pg. 57).

Leadership Engagement Activities

Leadership can be engaged in many different ways during SAAPM. Not only can their presence at events communicate the importance of SAAPM and the SAPR Program, it also can impact a stronger turnout of participants. Additionally, April presents an opportunity for the SAPR Program to arrange events where leadership can come together to discuss challenges and best practices that move prevention efforts forward.

SAPR Leadership Symposium –

Host a leadership symposium to engage command triads, facilitated by the installation SARC and SAPR VA. To create a more dynamic event, invite subject matter experts to present from Naval Criminal Investigative Service (NCIS), Judge Advocate General (JAG), FFSC, medical, etc. This is a great opportunity to explore intersecting issues, root causes of sexual violence, and innovative prevention strategies with your installation's leadership.

Planning Tip: Work with your installation command triad at least 2-3 months in advance to select a workable date for the symposium. Also invite the installation commanding officer (ICO) to give opening remarks.



(NEW) Straight Talk Forum – Tie in Women's History Month (March) by hosting a kick-off panel discussion in late March or early April with key women leaders at your installation and in the community. Discussion topics can include the history of women at your installation, prevention of sexual harassment and sexual assault in the workplace, and how women move forward as leaders.

SAAPM Proclamation Signing –

Coordinate with ICO to host a proclamation signing event to kickoff SAAPM. The proclamation can be disseminated via the installation website and social media, and displayed in high-traffic areas at the installation. A proclamation with accompanying events also can be applicable to tenant commands. A sample SAAPM proclamation can be found on the G2. Please be sure to have your installation's legal office review the proclamation ahead of time. Work with your installation PAO to ensure the event receives coverage in base media outlets (newspaper, website, radio, etc.). Host the event in an area where junior Sailors frequent or hold in conjunction with an all-hands meeting.

Planning Tip: Collaborate with other services, local government, community organizations, or colleges and universities to develop a joint proclamation. Begin marketing the event ahead of time to alleviate the occasional challenge such as confirming leadership attendance ahead of the event. Once leadership names are confirmed, increase marketing efforts.

SAAPM Day of Action, April 4, 2017 –

This year, the National Sexual Violence Resource Center's* SAAPM campaign focuses on campus sexual violence prevention. Given some of the demographic similarities between college students and Sailors, materials can be tailored to a military audience. For the 2017 SAAPM Day of Action, individuals can get connected by spreading awareness through social

Planning Tip: If you are planning events such as a SAAPM flash mob or other group activity, consider holding it on the SAAPM Day of Action. Let participants know that they are being joined by thousands of people across the country in taking action to bring awareness to sexual assault prevention and response.

media sites. Challenge Facebook (www.facebook.com), Twitter (www.twitter.com), and Instagram (<http://instagram.com>) users to change their profile pictures on April 4, 2017, to show themselves wearing teal, displaying a teal ribbon or Navy SAPR logo, etc. Additionally, individuals can connect by starting the conversation about sexual assault prevention with their friends, family, neighbors, colleagues, classmates, and others. By opening the lines of communication, we can raise awareness and help others learn about prevention.

Breakfast With SAPR –

Coordinate with your ICO to invite installation senior leadership to a continental breakfast to talk about installation trends and prevention efforts. Event could be hosted by the ICO at the local FFSC or galley.

Command Quarterdeck Contest –

Host a command quarterdeck decorating contest for SAAPM, including SAPR prevention and awareness materials. Present a certificate or plaque for the most creatively-decorated quarterdeck.

Planning Tip: Co-host the event with the Equal Employment Opportunity (EEO) Program and focus on command climate assessment with leadership.

Planning Tip: Make arrangements with PAO to feature photos of the winning command quarterdeck in the base newspaper or website.



SAPR Stakeholder Engagement Activities

During April, you can highlight the many different victim resources available on an installation through stakeholder engagement activities. Collaborating with stakeholders has the benefit of both providing additional support in the event planning process and giving stakeholders the opportunity to showcase the role they play in prevention and victim response.

Chaplain Engagement –

SARCs can collaborate with chaplains on methods to address sexual violence as a part of their chaplaincy services during SAAPM. Additionally, SARCs can engage the chaplains by offering educational briefs or workshops on the SAPR program, sexual assault awareness, and prevention to the Chaplain Corps. Chaplains can increase awareness by talking about SAPR and SAAPM as part of their chaplaincy service at installation chapels or by leading a vigil to honor survivors. Arrange to host an information table at installation chapels when the chaplain plans to address SAAPM.

Planning Tip: Work with chaplains to write a SAPR article for inclusion in their monthly bulletin.

Open House at the Fleet and Family Support Center (FFSC) –

An open house provides an opportunity for the FFSC to highlight their resources and provide valuable information. SARCs can invite all installation commands, SAPR stakeholders, and local community organizations. Brochures, cards, and educational materials can be made available throughout the open house. Additionally, the SARC can provide information on how command personnel can train to be SAPR VAs. The open house should be publicized installation-wide, in newspapers, and social media sites.

Planning Tip: Make sure you have enough SARCs and SAPR VAs in attendance at the open house to provide SAPR-specific information and answer any questions. SAPR VAs can share their experiences at the event in an effort to recruit other potential SAPR VAs.

SAPR Meet-and-Greet at NOSCs –

Partner with the Navy Operational Support Center (NOSC) CO to host an event in which the NOSC unit SAPR VAs are recognized, and to build rapport between the NOSC staff, UVAs and the supporting installation SARC.

Mock Trial –

Mock sexual assault trials are used nationwide to educate communities about legal processes, including the Article 32/Courts-Martial process, and to address myths and facts about sexual assault. By having a more thorough understanding of the legal process, SAPR VAs are equipped to provide more effective advocacy services to survivors engaged in the military justice system. SARCs can coordinate with the installation Staff Judge Advocate (SJA), Regional Legal Services Office (RLSO), and Victims' Legal Counsel (VLC) to hold a mock trial to help educate others on the military

Planning Tip: Augment the mock trial by working with the VLC to present a scenario-based training afterward. This training can focus on both debriefing and discussing the various issues brought up during the mock trial.

judicial hearing process. Potential audiences include unit SAPR VAs, legal personnel and the general public. These types of events can be very resource-intensive, so you may want to consider requesting informal feedback from potential audiences as to the level of interest.

Medical and NCIS Training –

Work with medical and NCIS stakeholders, including Sexual Assault Nurse Examiners (SANEs), if available, to provide cross-training to medical staff, NCIS staff, UVAs, and/or the general public. Topics may include Sexual Assault Forensic Exam (SAFE) procedures, the contents of a SAFE kit, evidence collection processes, and sexual assault case investigation. The purpose of the training is to provide both a medical and law enforcement perspective, and to demystify medical and law enforcement responses to sexual assault. Be sure to include some interactive elements in the training to engage participants.

Planning Tip: Identify victim response best practices by selecting SAPR VAs and UVAs who can share their collaboration experiences in accompanying victims to medical and NCIS.

SAAPM Educational Mini-Series –

SARCs can collaborate with FAP, Work and Family Life (WFL), Command Managed Equal Opportunity (CMEQ) Advisor, and/or Drug and Alcohol Programs Advisor (DAPA) in providing weekly, 1 to 1.5-hour prevention-focused workshops on healthy relationships, alcohol awareness, suicide awareness, sexual harassment, or other topics. If you would like this educational miniseries to count toward D-SAACP continuing education, be sure to contact CNIC HQ SAPR for approval at least 30 days in advance, and issue signed certificates of completion. D-SAACP continuing education hours can be a great incentive for attendance.

Planning Tip: Consider holding these trainings in locations that are easily accessible to your target audience, especially if you are scheduling them during lunch.

Ombudsman SAPR Brief –

Provide SAPR training to ombudsmen, including interactive elements such as role plays on how to respond sensitively when contacted by a victim of sexual assault. This is a great way to strengthen collaboration between SAPR and the Ombudsman Program.

Planning Tip: Ombudsmen also are a great resource for engaging family members in SAAPM events and activities. Be sure to keep them in the loop to help get the word out.

Family Member SAPR Education Event –

Related to the ombudsman SAPR brief, coordinate with command ombudsmen to provide training on the SAPR Program and family member access to services. Make an effort to reach out to individual commands' ombudsmen and to incorporate them into training.

Planning Tip: You can add an additional element to the training by including information on how to talk to teenagers about sexual assault and healthy relationships. Approved training curriculum can be found on the G2 SAPR Team Site.

SAPR Personnel Engagement Activities

Although SAPR program personnel work together throughout the year, April is an optimal time to highlight the important roles everyone plays in prevention and victim response. Recognition during SAAPM can help boost the energy and call for renewed commitment of program personnel.

Self-Care for SAPR VAs –

Work with local service providers and MWR professionals to host a self-care event for SAPR VAs and other direct service providers. Self-care activities can include a free yoga class, group exercise (Zumba, aerobics, etc.), meditation, art therapy, hand and neck massages, a nutrition workshop, and so on. Be prepared to briefly discuss and provide handouts with information regarding the importance of self-care so that participants will continue to make time for self-care throughout the course of the year.

Planning Tip: Pair a self-care activity with a sports event to provide balance for attendees. For example, in 2016, an installation in CNRJ hosted a “Zen Run,” where participants ran a 3K race and then participated in 30 minutes of restorative yoga.

SAPR Victim Advocate Summit –

SARCs can conduct an annual summit, in conjunction with SAAPM, where SAPR VAs and UVAs are recognized for all their efforts and dedication within the SAPR program. SARCs can coordinate military and/or civilian subject-matter guest speakers to facilitate a discussion on sexual assault awareness and share prevention strategies. Offering D-SAACP continuing education credits is a great way to increase interest in an event. Please allow 30 days for CNIC HQ SAPR to review and approve trainings for D-SAACP continuing education.

Planning Tip: This is a good opportunity to invite your SAPR stakeholders (SACMG members) to provide visibility for the SAPR Program personnel within the installation.

Meet Your SAPR VA –

Host a SAPR VA meet-and-greet with both civilian and unit SAPR VAs in a relaxed environment. In addition to inviting commands, invite other SAPR stakeholders to get to know the SAPR VAs with whom they may collaborate. If you don't want to host a central event, organize SAPR VA walkabouts, where SAPR VAs walk through work areas, introducing themselves and providing SAPR information. Invite SAPR VAs to submit photos of themselves doing their walkabout and share via social media. Additionally, you can work with your PAO to highlight SAPR VAs and their accomplishments throughout April in installation-wide publications.

Planning Tip: If you are in a joint environment, co-host the event with other services to both share resources and encourage cross-service collaboration.

SAPR Victim Advocate Appreciation Event –

Host an appreciation event for your SAPR VAs. This can take the form of an all-hands awards ceremony, a special breakfast or luncheon, or any other event that honors the work of SAPR VAs and other SAPR personnel. Work with the ICO or full command triad to develop awards such as certificates or coins. Some installations have presented special liberty awards for volunteer hours. Be sure to invite leadership, so they can personally thank the SAPR VAs for their contributions to the SAPR Program. Provide certificates or letters of appreciation, signed by the ICO. See pp. 49-50 for sample letters and certificates.

Planning Tip: If funding is a challenge, or if you want to host a more casual event, you can make this a potluck event by requesting that participants bring a favorite dish to share with fellow SAPR VAs. (See “Collaborating Effectively with Stakeholders” section on pp. 34-35 for more tips on funding.)



Sports Activities

Sports and fitness are already an integral part of Navy life. By harnessing the popularity of run/walk events, group sports, and other physical activities, a broader audience can be engaged in SAAPM.

5K Run/Walk –

Collaborate with MWR to plan a 5K run/walk for sexual assault awareness on the installation. MWR commonly hosts run/walk events throughout the year and can provide guidance on proper planning and marketing. Provide MWR with at least three months' notice, ideally longer. Consider partnering with stakeholders of existing 5Ks during April to promote SAAPM efforts. 5Ks can be combined with other events, such as cookouts or displays of the Clothesline Project. At a minimum, be sure to have a SAPR information booth at the event, and keep it staffed after the race is over, when participants will be more relaxed and willing to talk to you about SAPR. Many installations have come up with clever names, such as “Teal Heal 5K” and “Stomp Out Sexual Assault 5K.”

Planning Tip: Consider inviting local high school or university marching bands to provide music to motivate participants.

Color Run –

Some installations have created a colorful variation on traditional 5K run/walks. A “Color Run” involves attendees throwing teal-colored powder on participating runners and walkers. You can help increase participation by scheduling the event during regular physical training (PT) time, to accommodate shift workers. For warmer locations, schedule the event earlier in the morning to avoid the midday heat, and be sure to have corpsmen or other medical assistance and plenty of water available for participants and volunteers.

Planning Tip: Be sure to check out the course prior to the race and mark with orange cones any potentially dangerous areas of the road. Place volunteers at interval spots to direct the runners. Place SAPR trivia along the route and have participants take a quiz at the end of the race in order to win prizes.



Sports/Activity Tournament –

SARCs can work with MWR or a local sports club to arrange a sports or other activity tournament (softball, dodgeball, ultimate frisbee, volleyball, basketball, bowling, poker, bingo, video games, etc.) and host an information table at the event. The SARC can encourage SAPR VAs and command SAPR personnel to participate. Having multiple games in the tournament and engaging additional groups can increase attendance, especially if you make this an annual event. MWR can provide (or sell) food to attendees. For added levels of engagement, request that participants design T-shirts with positive messaging to wear during the tournament. Collaborate with the Liberty Program to encourage participation. Invite local sports teams' mascots to attend for an added element of fun.

Planning Tip: Tie in SAPR and SAAPM by having participants wear T-shirts with prevention-focused and survivor-supporting messages.

SAPR Obstacle Course –

Similar to hosting a 5K run/walk or sports tournament, hosting a SAPR obstacle course is a great way to attract active-duty Sailors and their families in getting involved in SAAPM. A creative way of engaging Navy Reserve components is to arrange for a SAPR obstacle course during drill weekend to replace regular PT. Have participants answer questions related to sexual assault dynamics, the SAPR Program or prevention, at the beginning of each obstacle. For example, provide a brief scenario about a Sailor plying another Sailor with alcohol at an on-base restaurant, and ask the participant to give an example of a active intervention strategy they could realistically use. If they provide a correct response, they get to complete the fun obstacle and move on. This is a great team-building opportunity for Reservists, and ensures they understand SAPR response and prevention strategies.

Planning Tip: This activity can be used with any group PT session involving circuit training techniques and stations. Check with your local MWR program to see if they have inflatable obstacle course activities.

The Amazing SAPR Race –

The Amazing SAPR Race is an innovative mixture of physical activity, cognitive challenges, team building, and learning about sexual assault prevention. Activities can be shaped to teach participants about national and international prevention campaigns, active intervention skills and the importance of supporting survivors, while also increasing their ability to work together through team-focused challenges.

Planning Tip: Designate race co-chairs to lead planning efforts, including at least one person who participated in a previous year's event.

Walk a Mile in Her/Their Shoes* –

During “Walk a Mile in Her Shoes*” marches, men walk one mile in women’s high-heeled shoes to help men gain a better understanding and appreciation of women’s experiences. These events can be expanded to engage both men and women by providing a variety of both women’s high-heeled shoes and large men’s shoes. These marches are designed to benefit sexual assault programs, and provide a fun opportunity for men to participate in educating communities about sexual violence. These events also unite the community to discuss connections between gender roles, stereotypes, and sexual assault, and to take action to prevent sexual violence. For information, visit the organization online at www.walkamileinhershoes.org.* SARC’s should consider partnering with installation commands for this event. To avoid any uniform issues that may inhibit active-duty military participation in this event, work with your installation’s JAG regarding the timing of the event to avoid violating uniform requirements. For example, host the event during regular PT time.



Planning Tip: You also can engage women in the event by having large men’s shoes available to wear during the march.

Planning Tip: Invite participants to post their photos to social media sites using a hashtag such as #WalkAMileInTheirShoes or #WalkAMile2017.

Walk-a-Lap for Survivors –

Started in 2015 as a joint service effort at the Pentagon, this event can easily be adapted for installations by using a track or other predetermined course. Participants were asked to show their support for sexual assault survivors by walking laps around the Pentagon courtyard. A Clothesline Project display, written prevention pledges, a photo booth, information on active intervention, and Safe Helpline information tables were located along the track. Have a volunteer keep tabs of how many laps are walked by participants. If holding this in a joint environment, keep a visible tally of how many laps members of each service have walked. This can motivate participants to complete additional laps. If held during the lunch hour, individuals are more likely to participate or come to support the walkers. This event can be tailored as “Run-a-Lap for a Survivor” or a 24-hour walk-a-thon event, depending on what would work best at your installation or command.

Zumba –

Take advantage of the current popularity of Zumba, a group aerobics program that incorporates hip-hop, samba, salsa, merengue, mambo, and other dance moves, by including an element of SAPR. Work with MWR to host a Zumba session with a SAPR information table. This activity also can be provided as self-care for SAPR VAs and other SAPR Program personnel. This is also a great event to gear toward family member and civilian participation. Partner with other FFSC programs to have age-appropriate information on hand about healthy friendships/relationships and communication skills for younger participants.

Planning Tip: Arrange for participants to learn a specific dance during this activity, and have them participate later in the month in a Zumba SAAPM flash mob.

SAAPM Tug-Of-War –

Have commands compete in six-person teams for first place. One installation used this event as part of their SAAPM closing ceremonies, kicked off by the ICO. It was so successful that they have since shifted to a multi-event context using a bracket system. Well-attended events such as this are a great opportunity to have SAPR information available. Be sure to speak at the beginning of the event about what SAAPM and the SAPR Program are all about.

Planning Tip: Involve both MWR and PAO for marketing and to obtain the necessary equipment. Invest in a nice-looking trophy that can be passed on to the winning team from year to year.



Group Activities

Building a community anchored in dignity and respect is a huge part of sexual assault prevention. These group activities provide a great platform for bringing together individuals to foster a sense of community.

Candlelight Vigil –

SARCs can collaborate with the chaplain to host a candlelight vigil to honor all victims of sexual assault. The candlelight vigil can be combined with a Take Back the Night event, as well.

Planning Tip: If inclement weather is a concern, or you are in a location that does not permit open-flame candles, use glow sticks instead.

Cookout/Cookoff –

Collaborate with commands to host an installation-wide cookout. Cookouts can be combined with other events as a way to increase participation. Some installations have successfully combined cookouts with SAAPM 5K run/walk events, proclamation signings, and a Clothesline Project* display. Cookouts also are a great way to engage those living in unaccompanied housing by holding the event near the barracks. You can introduce a competitive element by featuring a cooking contest, such as a chili cookoff, with voting for a People's Choice Award.

Planning Tip: Include music for a more festive atmosphere (DJ, live band, etc.)

Take Back the Night –

Take Back the Night (TBTN)* is an international movement initiated in the early 1970s in response to sexual assault and violence against women. The event brings together local community members and organizations to address violence in their communities. TBTN can include a candlelight vigil, a rally, a community speak-out or open mic event, or a large-scale public march. The event can be co-located with a display of the Clothesline Project or a SAPR/SAAPM-themed art exhibit. For more information, visit www.takebackthenight.org.* Some installations had participants carry glow sticks to make the event more visible. These events also can involve civilian collaboration, and the march can go through nightlife neighborhoods out in town where Sailors frequent. Ensure that an adequate number of SAPR VAs and clinical counseling personnel are present to support any survivors who disclose during the event. Also, be sure to provide information at the beginning of the event about reporting options to ensure that no disclosures unintentionally eliminate the restricted reporting option.

Planning Tip: Alternatively, you can organize a “Take Back the Morning” vigil and walk to create more opportunities for the civilian workforce to participate. This approach was well-received at NS Norfolk in 2016.

SAAPM Flash Mob –

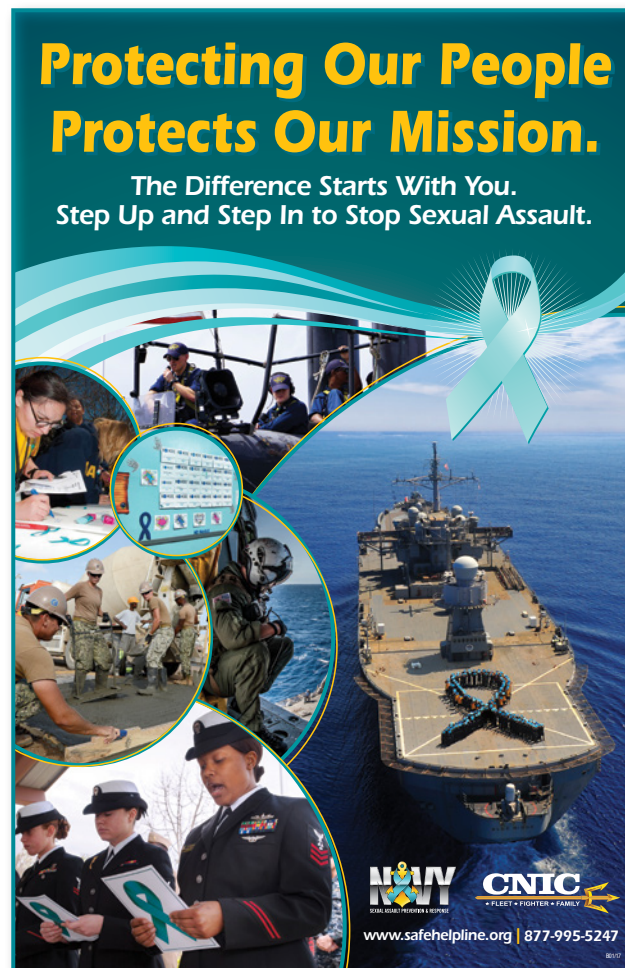
A flash mob is a group of people who assemble suddenly in a public place, give a performance, and then quickly disperse, for the purpose of entertaining or drawing attention to an issue. One civilian example is Eve Ensler’s “Break the Chain” choreographed dance. Links to the “Break the Chain” music video and a video that provides step-by-step choreography for the dance can be found in the video resource section on pp. 54-56.

Planning Tip: Rehearse, rehearse, rehearse! A well-executed flash mob performance is a powerful sight to behold.



(NEW) Light the Path Walk/Run –

A variation on the Candlelight Vigil, this evening walk/run offers participants the options of either walking or running, or helping “light the way” for the walkers and runners. Provide participants with glow bracelets and candles to encourage everyone to be the light that is supporting sexual assault survivors on their path to recovery.



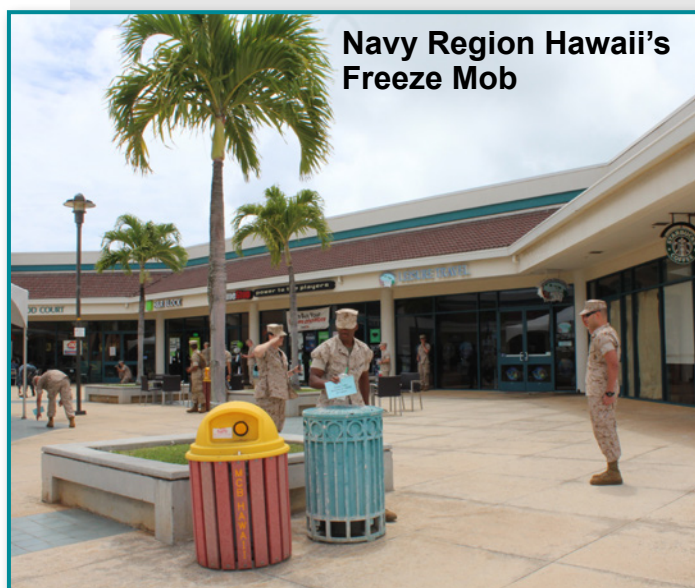
Human Sign Freeze Mob

Using more than 30 uniformed and civilian volunteers, Navy Region Hawaii teamed up with their Marine Corps counterparts to organize a Human Sign Freeze Mob, based on the popular “flash freeze mob” social trend in which groups of people “freeze in motion” for 3-5 minutes in public, simply to attract attention in a fun and harmless way. In this case, however, participants were freezing for a more noble cause: to raise awareness about sexual assault in a unique and non-traditional way.

The event took place at the installation courtyard mall, where there would be a large lunchtime crowd. Organizers created signs ahead of time with prevention and awareness-focused messages and statistics, and performed a walk-through of the location to note any potential safety issues. Volunteers were provided with instructions, which included details about when and where to meet, and the specific times at which the Human Sign Freeze would begin and end. Other instructions included:

- Set watch/cell phone alarm to ring and/or vibrate at the specific time the Human Sign Freeze Mob is supposed to end.
- Group will walk to the courtyard together and get into place, checking time and keeping signs hidden until start of freeze.
- Once the alarm goes off after 3 minutes, complete whatever motion you were in the middle of doing, as though nothing happened.
- It is critical to not block any entranceways, doorways, impede traffic in the parking lot, etc.

Tip: Freeze in a motion that allows you to divert your eyes away from people. It will be easier to avoid breaking out of character or laughing. **Have fun!**



Volunteers staged the “freeze in motion” for 3 minutes in front of the lunch crowd, each holding a sign with sexual assault prevention messaging. Some volunteers froze in motion during a salute or while picking up a dropped object, while others froze in the middle of an animated group toast.

The participating volunteers felt the freeze was “fun, creative, and worth repeating.” At least two observers expressed that they were initially surprised when everyone around them froze in motion, but when they read the signs and realized it was a SAAPM event, they thought it was a clever and interesting way to catch attention and convey these important messages.

Contests and Creative Activities

Adding a competitive angle or creative element can engage those who may not have been interested in group sports or other awareness events during April.

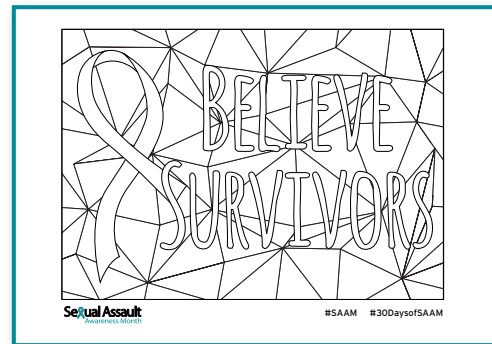


(NEW) Coloring Contest –

Adult coloring books have gained popularity over the past few years. The National Sexual Violence Resource Center* (NSVRC) created a series of SAAPM-themed coloring pages that can be used for a coloring contest, or simply set out at events with the invitation for participants to color their own creations. The pages can be displayed year-round.

You can download coloring pages here:

<http://www.nsvrc.org/saam/get-involved#Coloring>.



Chalk the Walk –

Using washable sidewalk chalk, write messages of support, awareness, and prevention around the installation. Designate a meeting spot to kick off the event, and then indicate the area where you would like participants to create their messages, with a meet-up at the end to debrief about the experience. Be sure to take lots of photos because chalk art can provide great visuals for SAPR marketing and training materials. Prior to announcing the event, confirm that you have permission to write with sidewalk chalk in the area(s) of the installation you've selected.

Planning Tip: Provide printed half-sheets of suggested messages and slogans to help participants get started. Encourage everyone to get creative with positive, prevention-focused messages.

Clothesline Project/Line of Courage –

The Clothesline Project* began as a vehicle for survivors to express their emotions by decorating a T-shirt. The shirt is then hung on a clothesline to be viewed by others to highlight the scope and impact of sexual assault. The Clothesline Project has since expanded its scope to provide awareness about sexual and domestic violence, hate crimes, and child abuse. Most events include one or more shirt-making sessions, held in conjunction with a display of recently or previously created shirts as inspiration for those creating new shirts. This is a great opportunity to collaborate with FAP to highlight all forms of interpersonal violence. If possible, host multiple T-shirt making sessions in different locations around the installation to make it easy for participants to drop in and create a T-shirt during a break. Consider having a way for survivors to anonymously submit T-shirts, as well. More information can be found at www.clotheslineproject.org.*

Planning Tip: Host T-shirt making workshops in March so the display is complete for April. This can help generate early interest in the Clothesline Project and other SAAPM events.



Unit SAPR Display Contest –

This is a great way to encourage commands to have SAPR resources and information available for their Sailors. You can add an additional level of competition by having commands take turns challenging other base entities to come up with SAAPM promotional displays. One installation had great success with this “SAAPM Challenge,” as the posted photos captured more than 7,000 views.

Planning Tip: Set up a date and time to take photos of the display boards. These images are great for posting via social media and announcing the contest winners.

Art Exhibit –

Have survivors, allies, and supporters create art or photography displays to express their healing and support for survivors. The art could be displayed in a high-traffic area on the installation or posted on social media, with the artist’s permission.

Planning Tip: Seek permission from the artist to use images of the artwork in future trainings, SAPR marketing materials and social media, taking into consideration privacy concerns.

“Take a Stand” Mural/Banner Display –

Using washable teal paint, have participants add hand and foot prints to a large wall mural or moveable banner to show their support for sexual assault prevention. In the past, this event has been hosted on ships. To maximize participation, provide multiple opportunities for participants at various locations around the installation to add their hand or footprints. Prior to announcing the event, confirm that you have permission to conduct this activity in the area(s) of the installation you’ve selected.

Planning Tip: Be sure to have clean-up supplies available for participants to wash the paint off of their hands and/or feet (water, wipes, paper towels, trash can, etc.).

Scavenger Hunt –

Post a daily SAPR question via social media or email. Correct answers receive a clue to find the location of a teal ribbon. Once participant locates the teal ribbon, they can bring it to the FFSC. The first person to bring the teal ribbon to the FFSC gets a prize.

Planning Tip: Hold this event for a full week to encourage consistent participation and to give multiple chances to win (have one winner per day).

Open Mic Night –

Host an open mic night to provide an open forum for participants to share their original stories and poetry, perform skits or music, or share other talents. Advertise the theme of the night ahead of time (i.e., how sexual assault impacts individuals and communities, how we can work together to end sexual assault, etc.). Similar to a Take Back the Night event, be sure to have enough SAPR VAs attend to provide advocacy to any participants or attendees who want to talk to someone. Also encourage SAPR VAs to participate in the event, which provides them with an opportunity to mingle with the community and help foster awareness of the SAPR Program and the role they play.

Planning Tip: Select an engaging emcee for the evening to provide smooth transitions between acts.

“Flat SAPR” Project –

Based on the Flat Stanley Project*, a literacy and community-building activity often used in elementary schools www.flatstanley.com,* a SAPR ribbon is sent to installations across a region and Sailors take pictures with it to represent how sexual assault impacts all parts of life (at work, at social events, etc.). The photos can then be displayed via social media. You can create a Twitter or Instagram hashtag (see “social media” section of this toolkit) so that Sailors can see where “Flat SAPR” photos are being taken and posted.

Planning Tip: Hold a contest for which installation has the most creative “Flat SAPR” photo and message. Votes can be collected via social media.

SAAPM Poster Contest –

Hold a contest for Sailors at the installation to create SAAPM posters to be displayed during the month of April. You can use social networking websites or the installation website to promote the contest and announce the winner. If feasible, offer prizes to attract more submissions. Create a selection committee to review submissions and select a winner. These posters also can be displayed at other events, such as a 5K run where they can be placed along the race route as half-mile marks.

Planning Tip: Start advertising the poster contest in February and select a winner by March 1, so that the winning poster can be approved by CNIC HQ SAPR and copies can be printed to post around your installation.

Clothing Drive –

Host a clothing drive to collect and donate clothing items to a community sexual assault service provider. Clothing items can be collected by having drop-off bins throughout the installation.

Planning Tip: You can encourage more participation by holding a contest to award the command or class of students that collects the most clothing donations.

Writing Contest –

Invite installation members to write about the impact of sexual violence in their lives and their role in prevention. Collect and publish the writing in installation newsletters or on websites. Participants can be encouraged to get creative with the writing medium they choose. For example, they could write a poem or create a graphic novel or comic book about the topic.

Planning Tip: In the contest rules, it is critical to include specific guidelines regarding privacy and confidentiality. Let contest participants know who will be reviewing the submissions, and include that any previously unreported disclosures of sexual assault could potentially limit available reporting options.

Project Unbreakable* – The mission of Project Unbreakable* is to increase awareness of the issues surrounding sexual assault and encourage the act of healing through art. There are multiple ways you can implement Project Unbreakable. For example, you can provide poster-making materials to commands to create artwork. You can then take photos and display them at other events or via social media. Be sure to obtain permission from those being photographed to use their image publicly, and also ensure that participants understand their reporting options. A slideshow of images (either from the Project Unbreakable website or one created by local participants) can be played prior to movie screenings at MWR base movie theaters.

Website: <http://project-unbreakable.org/> *

Tumblr: <http://projectunbreakable.tumblr.com/> *

Facebook: <https://www.facebook.com/projectunbreakable> *

YouTube: https://www.youtube.com/watch?v=5YN_GQStLbM *

*Reference to these non-federal entities does not constitute an endorsement by the Department of the Navy or CNIC.



Collaborating Effectively with Stakeholders

Department of Defense Instruction (DODI) 6495.02 identifies SARCs' responsibility to "collaborate with other agencies and activities to improve SAPR responses to, and support of, victims of sexual assault." Collaborations, coalitions and partnerships are effective strategies for promoting the SAPR Program and for providing supportive services for victims of sexual assault. Partnering with the expertise of different military and community stakeholders can be shared, ultimately promoting a more complete understanding of issues, needs and resources, improving the capacity to plan and evaluate, and allowing for the development of more comprehensive sexual assault prevention strategies. By including diverse and multidisciplinary perspectives, partnerships can develop a more comprehensive vision, increase accountability, and achieve a wider base of support for the SAPR Program efforts. Rinehart and Briscoe (2001) have identified the following components of an effective collaboration:

- Stakeholders with a vested interest in the collaboration
- Trusting relationships among the partners
- A shared vision and common goals for the collaboration
- Expertise
- Teamwork strategies
- Open communication
- Motivated partners
- Means to implement and sustain the collaborative effort
- An action plan

Valuable tools have been developed for the purpose of building effective collaborations with military and civilian stakeholders. For example, in 2008, the Pennsylvania Coalition Against Rape (PCAR)* developed the Strengthening Military-Civilian Community Partnerships to Respond to Sexual Assaults. This curriculum was developed by PCAR with the intention of educating community-based sexual assault service providers on how they can establish a collaborative, working relationship with military installations at the local level. Throughout this training, participants will build knowledge about military systems, protocols and culture to improve service provisions to military sexual assault victims, and to develop an appreciation of the perspectives of their future collaborative partners (United States Department of Defense Sexual Assault Prevention and Response, n.d.). SARCs are encouraged to use this tool in their efforts to build effective collaborations within the community.

- Some best practices identified by the field include:
- Cross-promote MWR events at other times during the year to foster goodwill for promoting SAAPM events leading up to and during April.
- Share your information table with another group to provide a wider range of information (i.e., share with health promotions to provide information on sexual health). (See pg. 12 for more on hosting an information table.)



- Team up with the other service branches on your installation to share resources and present information jointly at SAAPM events.
- Build rapport with the managers of MWR facilities on your installation to foster a collaborative relationship prior to SAAPM.
- Partner with various associations (CPOA, FCPOA, JEA, etc.) to provide food/beverages, volunteers, and other support for SAAPM events.
- Partner with other awareness activities recognized during April, such as Child Abuse Awareness Month, Month of the Military Child or Earth Day.

Potential military collaborators include:

- Other service branches
- Morale, Welfare, and Recreation (MWR) Fitness Department
- Coalition of Sailors Against Destructive Decisions (CSADD)*
- Gay, Lesbian, and Supporting Sailors (GLASS)*
- Chief Petty Officers Association (CPOA)*
- First Class Petty Officer Association (FCPOA)*
- Junior Enlisted Association (JEA)*
- Chief's Mess
- Wardroom
- Armed Forces Network (AFN, in OCONUS locations)
- Department of Veterans Affairs

Potential civilian collaborators include:

- Rape Crisis Centers (RCCs)*
- Law enforcement agencies
- State sexual assault coalitions
- YMCA/YWCA* www.ymca.net; www.ywca.org
- Universities/colleges
- United Services Organization (USO)* www.uso.org
- Local sports teams and sports clubs

*Reference to non-federal entities does not constitute an endorsement by the Department of the Navy or CNIC.

Marketing and Social Media

Marketing SAAPM Events

A variety of news and marketing vehicles on and off base are available to promote messaging about SAAPM and the SAPR Program. Include SAAPM notes in the Plan of the Day (POD) or Plan of the Week (POW). Publish an article in the base newspaper the month prior to SAAPM, highlighting events taking place throughout the month. Work with your local Public Affairs Office (PAO) to have social media content reviewed and ready to go for April. Develop a calendar of events that you can distribute, including posting calendars on restroom stalls as part of a restroom campaign, or in branch medical clinics. Recruit UVAs and unit SAPR POCs to assist with distributing marketing materials around the installation. With thoughtful planning and coordination, there is no shortage of ways to get the word out. Some examples of marketing efforts that you can try at your installation are listed below.

When developing promotional materials, be sure to include SAPR contact information, including the DoD Safe Helpline number and installation 24/7 sexual assault response number.

Media Coverage

In March and early April, coordinate with PAO to use local media outlets to get the word out about SAAPM events. For example, schedule a radio interview and mention specific dates for upcoming events. You can also coordinate with PAO to ensure coverage for the event, including interviewing participants and taking photos. If the event features or otherwise includes survivors, be sure to speak with PAO ahead of time about approaching or taking photographs of survivors. You also can work with PAO to get topical articles in the installation newspaper or local media outlets. Encourage unit SAPR VAs and command SAPR personnel to be guest writers. Be sure to provide them with suggested topics and details about PAO timelines to ensure that articles are submitted in time for review and approval.

Safe Helpline Materials

Order printed promotional materials from the DoD Safe Helpline well in advance of SAAPM. The DoD Safe Helpline provides free items such as coffee sleeves, brochures, info cards, magnets, postcards, and posters. Visit <http://shop.safehelpline.org/print> for more information and to submit your order. Please note that coffee sleeves are only distributed once a year, prior to SAAPM. Further instructions will be forwarded to the field by the CNIC HQ SAPR.

Plan of the Day (POD)/Plan of the Week (POW)

Have unit SAPR POCs include SARC-provided content in the POD/POWs, including upcoming SAAPM events and social media content that Sailors can easily cut and paste into Facebook, Twitter, etc. (see “Social Media as a Marketing and Education Tool” section starting on pg. 41). It is a helpful practice to follow up with the unit SAPR POCs prior to the POD or POW being released to confirm that the SAAPM notes have been included.

Printed Marketing and Education Materials

CNIC HQ SAPR is developing 2017 SAAPM marketing materials, including a poster, table tent, social media graphics, and a wallet card template. Additionally, having an information handout, postcard, or wallet card can help ensure that participants understand the significance of various events, such as a Teal Ribbon Campaign. In 2014, one installation printed teal “Ask Me Why” T-shirts for FFSC staff to wear on a designated date.

Restroom Campaign

As mentioned above, creating materials to post inside restroom stalls is a great way to present SAPR program information, resources and SAAPM events to a wide audience in a private space. Work with restaurants and nightlife establishments both on base and out in town to get permission to post materials about what to do if you witness concerning behaviors, including information for contacting the DoD Safe Helpline or the installation's 24/7 sexual assault response line.

Event Flyers

Social media is a great way to market SAAPM events, but sometimes an old-fashioned, printed event flyer is the way to go. These can be posted on community bulletin boards, and with permission from management, at on-base and off-base businesses, including restaurants, hotels, nightlife establishments, and civilian partner organizations. This is especially useful for collaborative events that involve on-base and off-base partners. Be sure to distribute flyers at least one week in advance to encourage participation. These same flyers can also be shared digitally via social media to reach additional audiences.

Mobile SAAPM Display

Create a "ready-to-go" SAAPM display in a travel cart for commands to borrow for their use. These displays can include information about the installation's SAPR Program, local military and civilian resources, and prevention strategies such as active intervention techniques.

SAAPM Banners

Place banners with "April is Sexual Assault Awareness and Prevention Month" at base gates and other high-traffic areas. Include messaging on base marquees. As a cost-reducing measure, order SAAPM banners without specific dates, so they can be reused from year to year. Be sure to check with installation security to ensure force protection compliance (i.e., don't block base police visibility of incoming traffic). In order to maximize exposure, consider moving the banners to various high-traffic locations around the installation during April.

SAAPM Table Tents

Placing table tents in common eating areas is a great way to create general awareness that April is SAAPM. They also can be used to advertise specific events, especially if your installation has a large signature event.

Social Media

If your local FFSC operates social media accounts, share approved SAAPM content with the account administrator(s) to post. Create Facebook event pages for your SAAPM events, invite attendees, and share the link via other social media. For more information on social media, see pp. 41-45.

Internet Homepage and Muster Page

Work with IT to ensure that when individuals open up a window in Internet Explorer, a pop-up message appears with information about SAAPM activities and links. For student populations, include SAAPM materials on the student muster page (video clips, reminders regarding upcoming SAAPM events, etc.). For example, during SAAPM 2014, NSA Monterey posted messages and videos on the student muster Web page. This ensured that all students were aware of upcoming SAAPM events when they logged in to muster. Refer to SECNAVINST 5720.44C for further guidance on what can and cannot be linked on an official Navy website. Consult with your installation staff judge advocate (SJA) or region SJA for assistance in determining specifically what you can link to.

Navy SAPR Program Logo

Locally-developed SAPR Program materials, such as posters, brochures, and presentation slide decks and handouts, may include the official Navy SAPR Program logo once reviewed and approved by CNIC HQ SAPR. Submit materials to CNIC_HQ_SAPR@navy.mil. Please allow at least 15 days for the review process.



Suggested Marketing Items for Use During SAAPM Events:

1. Teal SAPR tablecloth and/or SAAPM banner
2. Awareness marketing items** (i.e., Safe Helpline key fobs, ribbons, wallet cards, magnets, pens, etc.)
3. CNIC-approved posters
4. CNIC-approved brochures
5. Information on local resources

** Regarding marketing items: Teal Ribbons as a Necessary Expense

1. According to legal: "The Necessary Expense Doctrine and Relationship to Appropriations section of the GAO Red Book, pp. 4-22 and 4-23, provides the following rules for purchase of the teal ribbons by the Navy SAPR office:

- (1) There is no value to the individual; and
- (2) The purchase must be essential to the funded mission.

If part of an activity's stated funded mission is to, for example, raise awareness for SAPR and this can be accomplished by purchasing teal ribbons, then appropriated funds can be used. The ribbons must be essential to achieving the authorized purpose of Navy SAPR."

From the United States General Accounting Office's Principles of Federal Appropriations Law (Red Book): "The important thing is not the significance of the proposed expenditure itself or its value to the government or to some social purpose in abstract terms, but the extent to which it will contribute to accomplishing the purposes of the appropriation the agency wishes to charge ... B-257488, Nov. 6, 1995 (the Environmental Protection Agency (EPA) can purchase buttons promoting indoor air quality for its conference since the message conveyed is related to EPA's mission); B-257488, Nov. 6, 1995 (the Food and Drug Administration is permitted to purchase 'No Red Tape' buttons to promote employee efficiency and effectiveness and thereby the agency's purpose)."

Public Service Announcements (PSAs)

Video PSAs are a popular medium for conveying sexual assault prevention and response messages. Both public agencies and private organizations use the PSA format to get their message out. One enduring example is the No More Campaign,* which has released national PSA campaigns to address victim blaming in the past few years.

- “No More Campaign” <http://nomore.org/psas/>

Navy installations have also created PSAs to foster awareness about sexual assault and what Sailors can do to prevent it, including PSAs conceptualized and created by unit SAPR VAs and other SAPR stakeholders.

CNIC HQ SAPR PSAs (“Know Your Part. Do Your Part.”)

- SAAPM PSA #1: https://www.youtube.com/watch?v=ni_tKHCLY_w
- SAAPM PSA #2: <https://www.youtube.com/watch?v=vG2GtYEgwgw>
- JB Charleston PSA (“Why Am I a Victim Advocate?”)
<https://www.youtube.com/watch?v=hYEoAAJZK7o>
- NS Norfolk PSA (“You are Not Alone”)
<https://www.youtube.com/watch?v=i5MYrGetfYA>

As these examples illustrate, there are many different styles of PSAs. They can be a simple “talking head” format, or include music or use a “woman/man on the street” interview style. You can even use images or videos from past SAAPM activities. If you are thinking about creating a PSA, here are a few key steps and reminders that will help the process go more smoothly:

- First things first: Contact your installation PAO to discuss the project and get their buy in and involvement from the very beginning. They are the gatekeepers for all media-related efforts, and they can share their knowledge and expertise in what makes for an effective media campaign.
- If you plan to use SAPR VAs in your PSA, you can help gain buy in by either having them generate ideas that the group can then vote on, or offering several script ideas from which they can choose.
- Once a script has been generated, in collaboration with PAO, be sure to get a legal review.
- Involve “talent” (your actors) from different ratings, ranks and services, if applicable. This sends the message that the SAPR Program is available to everyone and that addressing sexual assault is a leadership priority.
- Send a reminder to all participants prior to filming to get plenty of sleep the night before, avoid too much sun or wind, and make sure uniforms are pressed and free of stains and frayed hems.
- Make sure your actors are comfortable with the script. If the language sounds canned or stilted or in any way inauthentic, it will come across that way on film as well.
- Have some basic supplies on hand during the filming, including tissues, water, a hand-mirror, brush/comb, lip balm, and other grooming items.

- Make sure to have some “back-up” talent, just in case any of your primary actors cancel at the last minute or seem uncomfortable in front of the camera.
- If an actor seems nervous, it’s helpful to have some warm-up questions to ask them while getting ready to begin, such as asking them what they had for breakfast.
- Be involved in the editing process. Think about whether you want to use music, and what music that might be, and which actors, lines or scenes you want in the final version, especially if anything needs to be cut due to time constraints.
- If you want to make sure your PSA can be shown on Armed Forces Network (AFN), it must be no longer than 30 seconds.
- Include the DoD Safe Helpline and other SAPR contact information at the end of the PSA.
- If you want to turn the creative process into an additional way to engage Sailors in SAAPM, hold a contest for commands to create the best SAAPM PSA. By holding this contest a few months in advance, you’ll have a variety of videos that you can then use during April.



Spreading the Word About Prevention: Social Media as a Marketing & Education Tool

Social media is a handy (and free!) tool for educating audiences and promoting sexual assault prevention messaging to your installation. Social media also presents the opportunity to join a broader conversation about sexual assault awareness and prevention within both military and civilian communities. Many installations already have PAO-managed social media accounts, so please collaborate with your installation PAO to use existing authorized accounts for SAAPM. When linking to other websites via installation social media, refer to SECNAVINST 5720.44C for further guidance. Consult with your installation SJA or regional SJA for assistance in determining appropriate links to include in your posts.

Facebook (www.facebook.com), Twitter (www.twitter.com), and Instagram (<http://instagram.com>) provide platforms for instant global communication of positive and effective messages relevant to sexual assault awareness and prevention. Facebook posts can include both text and photographs or graphics. Although Twitter has a 140-character limit, you can use hashtags (#) or link to additional content on other websites to join into conversations about SAAPM taking place around the world. Instagram is a great venue to post photos of Sailors and other members of the DoD community holding positive and supportive messages. If you plan to post any photos of individuals, be sure to obtain their permission ahead of time.

Tips for Social Media Success

- Speak with your installation PAO and SJA to determine what business rules exist for social media in the workplace, and to review all content you are planning to post.
- Pictures and images are great ways to get your social media content shared.
- When in doubt – leave it out! If you are not sure whether something meets Navy media guidelines or standards, do not post it.

Social Media Challenges: Comments Section

Most forms of social media have interactive elements, such as a comments function (hence the term social media). On the one hand, social media can generate fruitful conversations about issues impacting Sailors and their families; however, it is critical to be mindful of the conversations generated by social media posts. Monitoring and moderating comments sections is a time- and resource-intensive endeavor. This is why social media should ideally be managed by the PAO, who can monitor comments on an ongoing basis and respond appropriately with support from the SARC. Some tips on how to work with PAO to address challenging comments:

- Offensive comments – If a comment is offensive, delete it immediately.
- Negative comments – If a comment does not meet the definition of offensive, but you may not agree with it, there are several courses of action you can take:
 - Work with PAO to moderate the conversation. If two commenters are going back and forth, PAO can interject with a response of where they can find more information about the topic. If possible, link directly to information. Do not get pulled into back-and-forth arguments.
 - Another approach is letting the community respond to the comment. Frequently, if someone makes a negative or victim-blaming comment, other social media users may respond and call them out or explain why their comment is problematic.

Social Media Website Disclaimer Language

Although it is ideal to go through your installation PAO for all social media posting, if you do have a local social media page, consider including disclaimer language to set guidelines for what is appropriate and inappropriate to post on the site. As an example, below is the standard Navy disclaimer language:

“While this is an open forum, it’s also a family friendly one, so please keep your comments and wall posts clean. In addition to keeping it family friendly, we ask that you follow our posting guidelines here. Comments and posts that do not follow these guidelines will be removed:

- We do not allow graphic, obscene, explicit, or racial comments or submissions, nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization. Anyone who becomes aware of online misconduct or is impacted by it should report it by going to www.ncis.navy.mil/reportacrime for further instructions.

- We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.

- We do not allow comments that suggest or encourage illegal activity.

- Apparent spam will be removed and may cause the author(s) to be blocked from the page without notice.

- You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

- For Official Use Only (FOUO), classified, pre-decisional, proprietary, or business-sensitive information should never be discussed here. Don’t post personnel lists, rosters, organization charts, or directories. This is a violation of privacy.

- The appearance of external links on this site does not constitute official endorsement on behalf of the U.S. Navy or Department of Defense.

- You are encouraged to quote, republish or share any content on this page on your own blog, website or other communication/publication. If you do so, please credit the command or the person who authored the content as a courtesy (photo or article byline can be U.S. Navy or MC2 Joe Smith, for example).

Thank you for your interest in and support of the men and women of the Fleet and Family Support Program.”

A Word on Twitter and Instagram Hashtags

(Adapted from http://www.mediabistro.com/alltwitter/twitter-101-why-use-hashtags_b2571)

A Twitter or Instagram hashtag (#) is a way of categorizing your tweets or photos so that they are part of a narrowed conversation and they’re easier to find in a search. Hashtags are created by putting a pound sign (#) in front of a word or phrase, without spaces. For example, #SAAM and #SAAPM are popular hashtag for tweets about Sexual Assault Awareness and Prevention Month. By using commonly-used hashtags, your tweets will reach a wider audience of people who search for those hashtags. Using hashtags also inserts your thoughts into the broader online conversation and widens your audience because it will be included among all tweets with

that hashtag. You can even create a specific hashtag for your installation (e.g., #AtsugiSAAPM), which you can publicize ahead of time to encourage Twitter discussions and Instagram posts at your installation. In Twitter, you can use as many hashtags as you want, as long as you stay within the 140 character limit (which includes spaces). Instagram does not have a character limit, so hashtags can be used to accompany images for a longer dialogue and to capture multiple perspectives of SAAPM events.

Popular SAAPM hashtags: #SAAPM, #SAAPM2017, #AprilisSAAPM, #prevention, #healthysexuality, #supportsurvivors, #EndSA, #EndSexualAssault

Because many civilian sexual assault programs call April Sexual Assault Awareness Month (SAAM), you can ensure wider readership of your social media content by adding the hashtags #SAAM, #SAAM2017 and #AprilisSAAM, if space permits.

Sample Social Media Content

Below are some sample postings for use as a part of “30 Days, 30 Posts” during SAAPM. Please note that Twitter postings (“tweets”) are limited to 140 characters, including spaces. Instagram does not have a character limit. This social media content has been reviewed and approved by CNIC HQ SAPR; however, please check with your local PAO and SJA to ensure that these are approved for use at your installation.



Daily Tweets

(The following tweets can be sent daily during SAAPM.)

Have you been sexually assaulted? Contact the Safe Helpline (877-995-5247) or your local SAPR Program for info (insert local 24/7 number). #SAAPM

Find sexual assault resources & receive confidential assistance 24/7 at www.safehelpline.org and 877-995-5247. #SAAPM

April is Sexual Assault Awareness & Prevention Month. Learn more! #SAAPM (insert local SAPR website and/or www.cnic.navy.mil/SAAPM)

Protecting Our People Protects Our Mission. The Difference Starts with You. Step Up & Step In. #SAAPM at www.cnic.navy.mil/SAAPM (insert local website)

#SAPR Victim Advocates provide advocacy & emotional support to sexual assault survivors #SAAPM (insert local website)

Each of us plays a role in preventing & responding to sexual assault. Protecting Our People Protects Our Mission. #SAAPM www.cnic.navy.mil/SAAPM

Protecting Our People Protects Our Mission. The Difference Starts with You. Step Up and Step In. #SAAPM #AprilisSAAPM



Tweets to post on the first day of SAAPM (April 1)

April is Sexual Assault Awareness & Prevention Month #SAAPM #AprilisSAAPM

Look for #SAAPM events at your installation. (insert local SAPR website link with event calendar and SARC contact information)

Teal is the color of sexual assault



awareness. Wear teal and start a conversation. #SAAPM (insert local SAPR website information; insert www.cnlic.navy.mil/SAAPM)

Tweets to post throughout the month:

During #SAAPM, learn more about #Navy Sexual Assault Prevention & Response Program (#SAPR) & your reporting options: www.cnlic.navy.mil/SAAPM

Both women & men can experience military sexual trauma. TSMs & veterans can receive free, confidential counseling & treatment www.mentalhealth.va.gov/msthome.asp #SAAPM

The difference starts with you. Step up & step in. It begins with giving respect & trust to every member of the team! #SAAPM (insert local website)

Sexual Assault Awareness & Prevention Month is all about #prevention! Get info & free resources at www.nsvrc.org/saam (insert local SAPR website information)

Get the conversation started. Share your tips for starting the conversation about sexual assault #prevention! #SAAPM

How will you respond if someone tells you they have been sexually assaulted? Your reaction makes a difference, #StartByBelieving! #SAAPM

#SAAPM is making the connection. Connect, respect & prevent sexual violence by learning about healthy relationships. #prevention

Learn more about how you can support male survivors of sexual assault at <https://safehelpline.org/male-survivors.cfm> #SAAPM

Today is the #SAAPM Day of Action! It's

time to Tweet about it! Use your status, pic and posts to spread the word! (insert local SAPR website information; insert www.cnlic.navy.mil/SAAPM)

Have you noticed #SAAPM in your Twitter feed? April is Sexual Assault Awareness & Prevention Month! Learn more: (insert local SAPR website information; www.cnlic.navy.mil/SAAPM)

Do you know your sexual assault reporting options? Contact your installation's SAPR Program via the Safe Helpline (877-995-5247) or www.safehelpline.org #SAAPM

Sexual assault is a personal & traumatic crime. Learn more about the effects of sexual assault at <https://www.safehelpline.org/effects-of-sexual-assault.cfm> #SAAPM

Helpful resources are available! Contact your local Sexual Assault Response Coordinator for information. #SAAPM (insert local SAPR website and SARC contact information)

#SelfCare is important! Download the DoD Safe Helpline Self-Care at <https://safehelpline.org/about-mobile> and find tips at www.cnlic.navy.mil/SAAPM #SAAPM

Safe Helpline provides free, confidential support for military-affiliated sexual assault victims. 877-995-5247 <https://safehelpline.org/> #SAAPM

Learn the facts about sexual assault: <https://safehelpline.org/understanding-sexual-assault.cfm> #SAAPM

What's all this #SAAPM talk about? Learn more at www.cnlic.navy.mil/SAAPM

Help spread awareness! Display a teal ribbon, post a video & share your #SAAPM photos! Learn more at www.cnlic.navy.mil/SAAPM

Talk to a friend about healthy relationships. Find #SAAPM resources to start the conversation at www.cnic.navy.mil/SAAPM

#SAAPM is halfway over but you can still get involved! Ask your installation's Sexual Assault Response Coordinator. (insert local SAPR website and SARC contact information)

Don't forget to thank your local Sexual Assault Response Coordinator (SARC) for all their hard work during #SAAPM.

Actively intervene. Respond when you notice harmful comments or behaviors that represent negative attitudes or stereotypes #SAAPM www.cnic.navy.mil/SAAPM

Are you separating or retiring from military service? Help is available for sexual assault survivors going through transition <https://safehelpline.org/tsm-overview.cfm> #SAAPM

#SelfCare is important. Find great self-care tips for survivors here www.cnic.navy.mil/SAAPM #SAAPM

YOU have the power to prevent sexual assault by intervening when they notice unhealthy behaviors. YOU can actively #intervene! #SAAPM www.cnic.navy.mil/SAAPM

Don't forget to thank your installation's #SAPR Victim Advocates for all their hard work during Sexual Assault Awareness Month! #SAAPM

Do you know someone who has been sexually assaulted? Learn more about how you can support them at www.cnic.navy.mil/SAAPM #SAAPM

Sexual assault has a negative impact on

Sailors, fleet readiness and team cohesion. Together, we can end sexual assault #SAAPM

Supporting #CultureChange means standing up to injustice, educating others, & starting the dialogue to prevent sexual assault. #SAAPM

#SAAPM may be coming to a close soon, but #Navy #SAPR continues to provide education, resources, & support (insert local website)



We want to see what you've been up to during #SAAPM! Post your pics of #SAAPM activities at (insert social media site)

Tweets to post on the last day of SAAPM (April 30, 2017) – or the last work day of SAAPM (April 28, 2017)

Sexual Assault Awareness and Prevention Month ends today, but ending sexual assault is a year-round effort. Learn more at www.sapr.mil & www.cnic.navy.mil/SAAPM #SAAPM

Today may be the last day of #SAAPM, but survivors need support year-round. Talk to your local SARC to get involved (insert SARC contact info)

Templates and Sample Materials

Plan of the Day (POD) and Plan of the Week (POW) Notes

POD and POW notes are a great way to reach a wide audience regarding SAAPM. These can include information about SAPR program history, resources, and definitions, as well as sexual assault statistics and interesting Web links. SAPR command POCs are a great resource for disseminating this information to commands via the POD or POW. You also can post SAPR and sexual assault statistics in the POD or POW. See “Sexual Assault Statistics” section on pg. 57 for approved statistics.

April is Sexual Assault Awareness and Prevention Month (SAAPM)

April 1 marks the beginning of Sexual Assault Awareness and Prevention Month (SAAPM). This year’s theme is “Protecting Our People Protects Our Mission: The Difference Starts With You. Step Up and Step In to Stop Sexual Assault.” Eliminating sexual assault requires every service member to be a steadfast participant in creating an appropriate and respectful culture and upholding Navy core values. Check with your installation Sexual Assault Response Coordinator, located at the Fleet and Family Support Center (FFSC), if you would like to volunteer or participate in SAAPM activities. For more information on SAAPM, visit www.sapr.mil (or insert local website address).

Protecting Our People Protects Our Mission: The Difference Starts With You. Step Up and Step In to Stop Sexual Assault.

Every service member, from new recruit to flag officer, must know, understand, and adhere to Navy core values and standards of behavior in order to eliminate sexual assault and other criminal behavior. Each member of our Navy community has a unique role in preventing and responding to sexual assault. Active intervention is a key prevention approach, which involves interrupting situations that could lead to sexual assault using both direct and indirect strategies. To learn more about sexual assault prevention, visit

http://www.cnic.navy.mil/ffr/family_readiness/fleet_and_family_support_program/sexual_assault_prevention_and_response/what_role_can_i_play_in_helping_prevent_sexual_assault.html.

DoD Safe Helpline

The DoD Safe Helpline provides live, confidential, one-on-one crisis support for service members affected by sexual assault. Available 24/7, users can visit www.SafeHelpline.org, call 877-995-5247, or text their location to 55-247 (inside the U.S.) or 202-470-5546 (outside the U.S.) to get connected with SAPR services at their installation or command.

Sexual Assault Reporting Options

Both the restricted and unrestricted reporting options for sexual assault provide victims with access to medical care, counseling, a chaplain, and victim advocacy. However, a restricted report does not trigger command notification and an official investigation, whereas an unrestricted report does. Restricted reports can be made to a SAPR victim advocate (VA), Sexual Assault Response Coordinator (SARC), or healthcare personnel. Restricted reports can be converted to unrestricted, but unrestricted cannot be converted to restricted.

What is Active Intervention?

Active intervention is a primary prevention strategy that empowers individuals to actively intervene, either directly or indirectly, when they see, hear, or otherwise recognize signs of inappropriate behaviors or unsafe situations to prevent harm. Active intervention seeks to empower Sailors of all ranks to step up and step in when they interpret events or behaviors counter to Navy’s core values and the Navy ethos. For more information on the SAPR Program, visit

http://cnic.navy.mil/ffr/family_readiness/fleet_and_family_support_program/sexual_assault_prevention_and_response.html.

Sample SAAPM Article

As with other SAAPM media and marketing efforts, please be sure to work closely with your installation PAO. They have expertise in managing the process of creating effective messaging and pitching press releases to military and civilian media outlets.

Protecting Our People Protects Our Mission: The Difference Starts With You. Step Up and Step In to Stop Sexual Assault. April is Sexual Assault Awareness and Prevention Month

This April marks the 13th annual Sexual Assault Awareness and Prevention Month (SAAPM), which spotlights the work of the Sexual Assault Prevention and Response (SAPR) Program. The Department of Defense (DoD) is continuing the prevention drumbeat with the 2017 SAAPM campaign theme and Navy tagline: “Protecting Our People Protects Our Mission: The Difference Starts With You. Step Up and Step In to Stop Sexual Assault.” This theme places emphasis on the critical role that everyone plays in preventing sexual assault. SAAPM is an opportunity to highlight our commitment to the SAPR Program and offers a collaboration of innovative ways to establish prevention practices. SAAPM has become a great way of sending the awareness and prevention message as one voice across the fleet.

SAAPM provides a great opportunity to raise awareness and promote the prevention of sexual assault through special events throughout the month. This year will see an increased line up of activities and special events to engage SAAPM participants. SAAPM events often include SAPR 5K runs/walks, sports tournaments, art exhibits, writing contests, poster contests, teal ribbon campaigns, and so much more. At [INSTALLATION NAME], SAAPM events include [LIST SEVERAL EVENTS & LOGISTICAL DETAILS].

For more information on SAAPM events and activities at [INSTALLATION NAME], please contact [SARC NAME] at [PHONE NUMBER/EMAIL] or visit [LOCAL WEBSITE ADDRESS].



Sample SAAPM Proclamation

The below sample proclamation is meant to be a starting point for installations and commands to use. Please have your installation's legal department review any proclamation language you plan on using for SAAPM.

PROCLAMATION by the COMMANDER, [INSTALLATION/COMMAND]

Whereas, Sexual Assault Awareness and Prevention Month is intended to draw attention to the fact that sexual violence remains an intolerable violent crime which impacts mission readiness for our Navy community; and

Whereas, sexual assault is an affront to the core values we support and defend as proud members and civil servants of today's Navy; and

Whereas, we must work together to educate our community about what can be done to prevent sexual assault and support survivors and victims to ensure they are provided the help needed to survive sexual violence; and

Whereas, dedicated leadership and Sexual Assault Prevention and Response staff encourage every person to speak out when witnessing acts of sexual violence; and

Whereas, with leadership, dedication and encouragement, there is compelling evidence that we can be successful in reducing sexual violence within the Navy through prevention education, increased awareness, and holding offenders who commit acts of violence responsible for their actions; and

Whereas, [Installation/Command Name] strongly supports the dedicated efforts of national, state and local partners to include citizens actively engaged in the prevention, awareness and response efforts surrounding sexual violence whose goals are to eradicate sexual violence.

NOW, THEREFORE, I, [Commanding Officer Full Name],
[Installation/Command Name],
do hereby proclaim
APRIL 2017 as
SEXUAL ASSAULT AWARENESS AND PREVENTION MONTH

in [Installation/Command Name], and call upon all Navy personnel and their families to increase their participation in our efforts to prevent sexual assault, thereby strengthening the Navy community.

GIVEN UNDER MY HAND, [Commanding Officer Full Name],
At [Installation/Command Name] on this, the xx day of April 2017.

Sample Letters and Certificates of Appreciation

These sample letters, certificates, and citations can be adapted as needed for use by either the SAPR Program or commands wishing to thank those who contribute to sexual assault prevention and response during SAAPM and throughout the year. These template materials are available for download from the G2 SAPR Team Site Document Library. See pp. 21-22 for examples and best practices for SAPR victim advocate appreciation events, where letters or certificates can be presented.

Sample Letter of Appreciation #1

Subj: Letter of Appreciation

1. [INSTALLATION] Fleet and Family Support Center honors its volunteer Sexual Assault Prevention and Response (SAPR) Victim Advocates (VAs) and wants all advocates to know how valuable they are, not only to the SAPR Program, but also to the Navy. Although April is designated as Sexual Assault Awareness and Prevention Month (SAAPM), advocates work on behalf of the SAPR Program throughout the year.
2. For more than 20 years, the Navy SAPR Program has been supporting victims and educating service members and others. Recent changes to the program have greatly assisted victims by providing additional resources and options to them. Your role as a SAPR Victim Advocate continues to be one of the most important resources to victims of sexual assault.
3. On behalf of the entire [INSTALLATION] family, I want to express my appreciation for all of your hard work and expertise as a SAPR Victim Advocate. Your contribution and your continued support in the coming months and years will help move us closer to a culture free of sexual assault.

Sample Letter of Appreciation #2

Subj: LETTER OF APPRECIATION

1. I want to recognize and thank you for your dedicated service to the [INSTALLATION]'s Sexual Assault Prevention and Response (SAPR) Program as a SAPR Victim Advocate on our installation watch bill.
2. Your countless hours of volunteer service [OR LIST EXACT VOLUNTEER HOURS], enthusiastic attitude, and tireless commitment to both preventing sexual assault and exhibiting steadfast devotion to ensuring victims are protected, and treated with the utmost dignity and respect reflected great credit upon yourself and were in keeping with the highest traditions of the United States Naval Service.
3. It is with deliberate acts of kindness from Sailors like you that render a positive and lasting impact on the morale and standards of the peers with whom you serve. Your initiative, professionalism, and loyalty are vastly appreciated as well as your ongoing commitment to provide the highest quality of care to victims of sexual assault.
4. Thank you for a job notably well done. Bravo Zulu!

Sample Command Citation

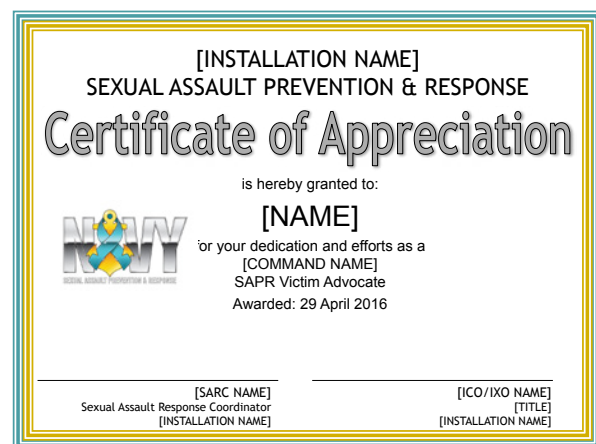
CITATION

[RECIPIENT NAME]

PROFESSIONAL ACHIEVEMENT WHILE SERVING AS A SEXUAL ASSAULT VICTIM ADVOCATE AT [INSTALLATION] FROM [MONTH/YEAR] TO [MONTH/YEAR]. [RECIPIENT NAME] CONSISTENTLY PERFORMED [HIS/HER] DEMANDING DUTIES IN AN EXEMPLARY AND HIGHLY PROFESSIONAL MANNER. AS A SAPR VICTIM ADVOCATE, [HE/SHE] HAS DEMONSTRATED SUPERB LEADERSHIP BY PROVIDING ADVOCACY SERVICES AND SEXUAL ASSAULT AWARENESS AND PREVENTION MONTH (SAAPM) SUPPORT. DURING THE MONTH OF APRIL 2017, [HE/SHE] HAS HELPED COLLECT DONATIONS FOR THE LOCAL RAPE CRISIS CENTER. MISSION ORIENTED, [HE/SHE] HELPED COORDINATE SEVERAL EVENTS OVER THE PAST YEAR TO PROMOTE SEXUAL ASSAULT AWARENESS AND PREVENTION TO INCLUDE [LIST EXAMPLE EVENTS]. ADDITIONALLY, [HE/SHE] IS A KEY ASSET TO THE SAPR INSTALLATION TRAINING TEAM, ASSISTING IN [EXAMPLE TRAININGS/DRILLS]. [RECIPIENT NAME] DEDICATION TO THE SEXUAL ASSAULT PREVENTION AND RESPONSE PROGRAM REFLECTED CREDIT UPON [HIS/HERSELF] AND WERE IN KEEPING WITH THE HIGHEST TRADITIONS OF THE UNITED STATES NAVAL SERVICE.

Sample Certificates of Appreciation

A certificate of appreciation should ideally include details such as months/years of service, recipient's name and command, SARC's name/signature, installation CO/XO name and signature, and any specific achievements that are being recognized.



A special thank you to NAS Oceana, JB Charleston Weapons Station, NAS Jacksonville, and Portsmouth Naval Shipyard for providing letters and certificates that we've converted to templates for Navywide use.

Sexual Assault Information and Training Resources

Sexual Assault Prevention

As DoD and Navy prevention efforts continue to grow, SAAPM is a great opportunity to continue the conversation about prevention on your installation. Last year, DoD released the DoD 2014-2016 Sexual Assault Prevention Strategy, with the express goal of achieving “unity of effort and purpose across all of DoD in the execution of sexual assault prevention, to develop objective criteria for measuring progress, and to publish tasks that operationalize the Prevention Line of Effort (LOE).”

The strategy is a great resource, providing in-depth background on societal influences and military-specific challenges of effective sexual assault prevention. It describes the public health approach to prevention, which uses data to drive decisions, including risk and protective factors as well as program evaluation. The strategy also includes descriptions of the DoD-identified program elements that are key to a successful military prevention program, including:

- Leadership involvement at all levels;
- Peer-to-peer mentorship (informal leaders);
- Accountability;
- Organizational support (resources);
- Community involvement;
- Deterrence;
- Communication;
- Incentives to promote prevention;
- Harm reduction (also called risk avoidance and risk reduction); and
- Education and training.

A number of the SAAPM activities included in this toolkit have prevention-related themes, such as active intervention, healthy sexuality, healthy masculinity, and engaging men and women in sexual assault prevention. These topics may be included in a film screening, brown bag lunch discussion, panel event, social media content, or conversation group. Some links to useful primary prevention information and resources are listed below. The National Sexual Violence Resource Center* (www.nsvrc.org), PreventConnect* (<http://preventconnect.org>), and the Center for Disease Control and Prevention (CDC) “Veto Violence” (<http://vetoviolence.cdc.gov>) have additional resources on prevention-related topics.

You can download a copy of the DoD 2014-2016 Sexual Assault Prevention Strategy from www.sapr.mil.

DoD SAPR Connect – Sharing Ideas to Eliminate Sexual Assault

Another new resource for connecting prevention efforts across the DoD community is the DoD SAPR Connect website. You can join by following these steps:

1. Visit the milSuite homepage (<https://www.milsuite.mil>), and click “I Agree” on the terms of use.
2. Register your CAC to create an account (“Click here to register”).
3. Review automatically inputted information.
4. Click on “Create or join a group on milBook.”
5. Search for “DoD SAPR Connect.”
6. Click the “DoD SAPR Connect” icon.
7. Click on “Ask to join this group.”

Once the site administrator has approved your request, you'll be able to discuss, share, and browse resources on a variety of topics, including all individual elements of the DoD Sexual Assault Prevention Strategy, and other topics, such as male victims, retaliation, and adult learning theory. Members are encouraged to post articles, service-specific prevention efforts, discussion questions, and other prevention-related posts to foster ongoing DoD-wide collaboration.

Active Intervention

Active intervention continues to be a promising primary prevention strategy, because it gives everyone an opportunity to prevent sexual assault, and fosters a sense of community responsibility. Active intervention strategies include direct intervention, indirect intervention, distraction, protocol, using other Sailors/friends, after the fact/next-day discussion, and seeking guidance from trusted officers, chiefs, senior petty officers, and military leadership.

In FY16, the Chart the Course (CTC) training was released. CTC is a two-hour training course that blends scenario-based videos with facilitator-led discussions. The training topics include professional behavior, alcohol's impact on decision making, sexual harassment, sexual assault, and retaliation. CTC training is conducted using a series of video vignettes, which are used to spur discussion and interaction among the training audience. This course followed FY15's Bystander Intervention to the Fleet, which provided active bystander awareness, terminology, and techniques training.

CTC encourages Sailors to think about the consequences of all behaviors along the Continuum of Harm – from the seemingly small and insignificant to the serious and criminal – to motivate them to prevent all destructive decisions, including situations involving alcohol, drugs, fraternization, hazing, high-risk sexual activity, sexual harassment, sexual assault, and suicide.

Healthy Sexuality

The National Sexual Violence Resource Center (NSVRC)* defines healthy sexuality as “having the knowledge and power to express sexuality in ways that enrich one’s life.” Healthy sexuality includes approaching sexual interactions and relationships from a perspective that is consensual, respectful, and informed. Additionally, healthy sexuality is free from coercion and violence, and therefore supports the prevention of sexual assault. When discussing healthy sexuality, emphasize that it encompasses much more than sex. It is emotional, social, cultural, and physical, and includes our values, attitudes, feelings, interactions, and behaviors. NSVRC has developed helpful resources for discussing healthy sexuality across the lifespan.

Healthy sexuality supports preventing sexual violence in a number of ways. It presents models of healthy behaviors and actions by encouraging young people to grow into sexually healthy adults. It also helps individuals identify sexual abuse or violence when it occurs, which can lead informed individuals to proactively intervene. Healthy sexuality also helps individuals use critical thinking skills when they consume popular media, which often sends mixed, negative, or shaming messages about sexuality. It can increase a survivor’s comfort with speaking up and seeking help, and better equip friends and loved ones to listen and offer support and resources. Healthy sexuality provides individuals with the tools to critically examine the strict gender norms that contribute to sexual violence. Last, healthy sexuality supports culturally-relevant services and resources for those in marginalized populations and diverse cultures, many of whom are represented in our Navy community.

National Sexual Violence Resource Center.* (2012). An Overview on Healthy Sexuality and Sexual Violence Prevention. Available at http://www.nsvrc.org/sites/default/files/SAAM_2012_An-overview-on-healthy-sexuality-and-sexual-violence.pdf.

National Sexual Violence Resource Center.* (2012). Healthy Sexuality: A Guide for Advocates, Counselors, and Prevention Educators. Available at http://www.nsvrc.org/sites/default/files/SAAM_2012_Healthy-sexuality-a-guide-for-advocates-counselors-and-prevention-educators.pdf.

National Sexual Violence Resource Center.* (2012). Healthy Sexuality Glossary. Available at http://www.nsvrc.org/sites/default/files/SAAM_2012_Healthy-sexuality-glossary.pdf.

National Sexual Violence Resource Center.* (2012). Healthy Sexuality Resources List. Available at http://www.nsvrc.org/sites/default/files/SAAM_2012_Healthy-sexuality-resource-list.pdf.

Healthy Masculinity and Healthy Gender Concepts

As with healthy sexuality, discussing healthy masculinity and how healthy gender concepts can positively impact Sailors and their families provides a positive framework that supports healthy, violence-free interactions and relationships, and engages men as allies to actively participate in prevention efforts. Discussing what constitutes healthy masculinity also is an opportunity to discuss how negative stereotypes and social norms associated with masculinity contribute to sexual assault and how people can replace these with more positive models of masculinity as well as gender concepts in general.

NSVRC* defines gender as “a societal construct, defined by expectations of the ways men and women should dress, talk, or act. Our culture strongly promotes the idea of two genders, male or female, also known as a gender binary. This discourages people from crossing or blurring prescribed gender lines, or from creating another form of gender expression altogether. In reality, many people identify on a gender spectrum or in gender spheres outside of the male and female binary genders.”

Activities such as MVP’s “Box Exercise,” which can be found in the MVP Toolkit for Navy SARCs, can be used to start the conversation about gender norms and healthy masculinity. You can use the documentary *My Masculinity Helps* (2013) and accompanying facilitation guide to get the conversation going. See the “Videos for Use as Training Tools” section on pg. 54 for details.

PreventConnect.org.* (2012). Promoting healthy masculinity: A strategy to prevent sexual and domestic violence (Web conference recording). Available at <http://preventconnect.org/2012/11/promoting-healthy-masculinity/>.

Men Can Stop Rape.* (2012). Healthy Masculinity Action Guide. Available at http://www.mencanstoprape.org/images/stories/PDF/Handout_pdfs/healthy-masculinity-action-guide-web.pdf.

National Sexual Violence Resource Center.* (2013). It’s Time...Talk About Gender Norms. (handout). Available at http://www.nsvrc.org/sites/default/files/SAAM_2012_Gender-norms.pdf.

North Carolina Coalition Against Sexual Assault* (NCCASA). (n.d.). Facilitation Guide: My Masculinity Helps (2013). Available at <http://mymasculinityhelps.com/screen/facilitation-guide/>.

*Reference to non-federal entities does not constitute an endorsement by the Department of the Navy or CNIC.

Videos for Use as Training Tools

CNIC HQ SAPR is aware that some computers on the NMCI network may experience challenges accessing commercial websites such as Vimeo and YouTube. If your NMCI network prevents you from accessing these videos, please work with NMCI to identify an alternate way to access the videos.



(NEW) Break the Chain (Length: 4:28 minutes)

Produced by Eve Ensler and V-Day,* this music video features an original musical composition and choreographed dance. Although it was created for the One Billion Rising* campaign, it has also gained popularity during SAAPM, with local groups organizing flash mob performances to bring attention to sexual assault and other forms of gender-based violence. Find out more at www.onebillionrising.org.*

Link to “Break the Chain” Music Video: <https://www.youtube.com/watch?v=fL5N8rSy4CU>

Link to “Break the Chain” choreography: <https://www.youtube.com/watch?v=mRU1xmBwUeA>

Tea & Consent (2:49 minutes)

Based on a blog post that went viral, this short animated film uses humor to explain the concept of consent using the metaphor of a cup of tea. This video is a useful tool for generating a discussion about consent and sexual assault.

<https://vimeo.com/128105683>

“Can I Wear Your Hat?” (2:19 minutes)

Developed by the University of Virginia Wellness Resource Center, this humorous short video demonstrates negotiating consent using the metaphor of asking to borrow a hat.

<https://www.youtube.com/watch?v=xAgD1yfgUuk>

Faces of Safe Helpline (:45 seconds)

Developed by RAINN,* this short video summarizes the services provided by the DoD Safe Helpline, while introducing viewers to some of the Safe Helpline staff.

<https://www.youtube.com/watch?v=Xihv80rQfSA>

Project Unbreakable (3:31 minutes)

This online video describes the origins of Project Unbreakable*, which aims to increase awareness of the issues surrounding sexual assault and encourage the act of healing through art. This video can be used to introduce the project and engage participants in creating a local Project Unbreakable art display. More information about Project Unbreakable is available at

<http://project-unbreakable.org/>. https://www.youtube.com/watch?v=5YN_GQStLbM

Open Window (DVD – 98 minutes)

From the back of DVD: “When a brutal crime shatters her world, a young woman’s life is forever changed. Robin Tunney is unforgettable as Izzy in this moving, cathartic story of hope and redemption, featuring Joel Edgerton, Cybill Shepherd, Elliott Gould, and Scott Wilson. As Izzy battles the nightmares left behind, she finds an inner strength that transforms her and experiences the amazing power of love and forgiveness in surviving the unimaginable.” SARCs should already have a copy of this DVD, along with the “Rape and a Path to Recovery” Study Guide. Email CNIC_HQ_SAPR@navy.mil for instructions on how to order a copy.

What Would You Do? Series (DVD)

The ABC News Primetime series “What Would You Do?” explores a variety of ethical dilemmas by having professional actors act out scenarios while real onlooker reactions are secretly filmed. This DVD series is used in the 40-hour SAPR VA training, but can be used to prompt a discussion at a variety of SAAPM events. SARCs should already have a copy of this DVD. Email CNIC_HQ_SAPR@navy.mil for instructions on how to order a copy.

You are Not Alone (4:50 minutes)

In honor of SAAPM, the NS Norfolk SAPR team created this video to remind survivors they are not alone. At times both lighthearted and heavy, it depicts both civilian and active-duty SAPR personnel lip-syncing to Lady Antebellum’s “You are Not Alone.” Both Universal Music Group and the band Lady Antebellum provided support for this project.

<https://www.youtube.com/watch?v=i5MYrGetfYA>

My Masculinity Helps (DVD – 32 minutes)

This documentary, sponsored by the North Carolina Coalition Against Sexual Assault (NCCASA),* explores the role of African American men and boys in the prevention of sexual violence. It shows African American male allies (psychologist, professor, peer educator, attorney, pastor, athlete, middle and high school students, activist) demonstrating understanding and support for survivors of sexual violence. Strategies for assistance and prevention are provided. Survivors also share their stories and what has helped them. The film serves as a counter-narrative to often inaccurate and misleading portrayals of African American masculinity. The film’s goal is to engage boys and men in the deconstruction of gender roles, masculinity, and power, and in the prevention sexual violence. It can be used in schools, colleges, and athletic, professional, community, and faith-based organizations. You can watch a preview, learn more about the filmmakers and cast, order a copy of this DVD, and download a copy of the Facilitation Guide by visiting <http://mymasculinityhelps.com/>.

Who Are You? (7:57 minutes)

This short New Zealand film focuses on the critical role that active intervention plays in preventing sexual assault. It follows a group of friends through an evening of socializing, including getting ready, going to a house party, and then out to a bar. Along the way, there are many moments in which an individual could have stepped in and possibly prevented someone from sexually assaulting the main character. The film then rewinds and demonstrates multiple active intervention strategies that could have led to a more positive conclusion to the night. This video can be used to spark discussion about active intervention.

www.whoareyou.co.nz and <http://www.youtube.com/watch?v=9zr1oxEbdsw>

Bringing Sexual Assault Offenders to Justice: A Law Enforcement Response

(DVD – 39 minutes)

Developed by the International Association of Chiefs of Police (IACP)*, this video helps officers generate stronger cases by reframing sexual crimes, providing tools to conduct perpetrator-focused investigations, and building an understanding of victim behavior. The video will help officers and others identify victim trauma and provide information about victim behavior (such as delayed reporting, alcohol or substance abuse, and encounters that start out consensually) that can be used to support sexual assault reports. This video also provides useful information detailing how perpetrators often have a history of unreported acts of sexual violence and may select victims with vulnerabilities to exploit. You can order a copy of this video from the International Association of Chiefs of Police (IACP) by emailing stopviolence@iacp.com.

The Voices and Faces Project (2:52 minutes)

This short video introduces quotes and photographs from the Voices and Faces Project* (www.voicesandfaces.org), an award-winning documentary initiative created to bring the names, faces, and stories of survivors of sexual assault and trafficking to the attention of the public. The video can be used to start a conversation about the power of talking about sexual assault and removing the shame that often leads to silence.

www.youtube.com/watch?v=feOIQkZY9XA&list=LLD2Vp9ZhYuyVPM6mqXQYvSg&index=4

I Knew Him (1:59 minutes)

Developed by Rape, Abuse, and Incest National Network (RAINN)*, this short video challenges viewer assumptions about victims of sexual assault, ending with the message “It can happen to anyone, but it’s never too late to get help.” This video is especially useful for prompting discussion about men and sexual assault victimization.

<http://www.youtube.com/watch?v=y9UXWdao1uU>

RAINN – Speak Out (1 minute)

This short music video by RAINN* places emphasis on the importance of believing survivors. Given its short length, this video is ideal for posting via social media.

http://www.youtube.com/watch?v=39yi_TBtkKg

Behind the Scenes at DoD Safe Helpline (3:32 minutes)

Survivors of sexual assault in the military can get a behind-the-scenes look into the DoD Safe Helpline in this short video, which features Safe Helpline staff discussing everything from confidentiality issues to what survivors can expect when they call. Staff members also talk about why they are so passionate about what they do.

<http://www.youtube.com/watch?v=ZIWnW8ODOYk&list=UUD2Vp9ZhYuyVPM6mqXQYvSg>

*Reference to non-federal entities does not constitute an endorsement by the Department of the Navy or CNIC.

Sexual Assault Statistics

When developing awareness materials for SAAPM, military and civilian statistics can help illustrate the scope and nature of the problem. These statistics can be included in the Plan of the Day (POD), Plan of the Week (POW), base newspaper, educational materials, or disseminated via social media. Be sure to review the cited source materials to ensure these are still the most recent statistics.

Department of Defense (DoD) Sexual Assault Statistics:

- In FY15, there were a total of 6,083 sexual assault reports involving service members as either victims or subjects across the Department of Defense, a 1 percent decrease from the reports made in FY14 (1,499 restricted reports and 4,584 unrestricted reports).
- Number of FY15 DoD service member victims of sexual assault: 5,240. Of these service member victims, approximately 10 percent (504 victims) made a report for incidents that occurred before they entered into military service.
- According to the Military Investigation and Justice Experience Survey, 77 percent of survivors said they would recommend others to report.
- According to the 2014 RAND Military Workplace Study (RMWS), 30 percent of victims indicated the incident occurred while out with friends or at a party; 33 percent of victims indicated the perpetrator sexually harassed them prior to the sexual assault; 33 percent of victims and 37 percent of subjects consumed alcohol at the time of the sexual assault.

[Source: Department of Defense. (2016). DoD FY15 Annual Report on Sexual Assault in the Military. Available at www.sapr.mil.]

Navy Sexual Assault Statistics:

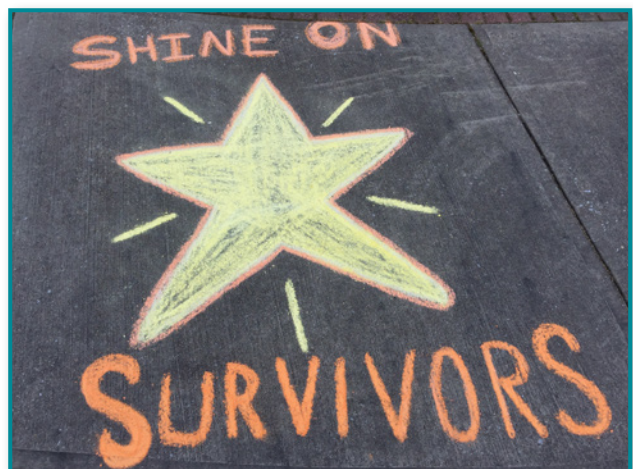
- In FY15, there were a total of 1,262 sexual assault reports in the Navy (363 restricted reports and 1,013 unrestricted reports).
- Victims who were involved in U.S. Navy-initiated FY15 investigations were predominantly female (83 percent), Sailors (97 percent), and in the 20-24 age range (65 percent).
- Male victims in the Navy represent an underreported segment of an underreported crime. Of the 991 service member victims initially making an unrestricted report in FY15, 18 percent (156) were male victims.
- Service member on service member allegations accounted for 53 percent of unrestricted reports in FY15, down from 60 percent in FY14 and 67 percent in FY13.

[Source: DoD. (2016). DoD FY15 Annual Report on Sexual Assault in the Military. Available at www.sapr.mil.]

Civilian Sexual Assault Statistics:

- Nearly one in five women (18 percent) and one in 71 men (1 percent) have been raped in their lifetime.
- About 1.3 million women were raped during the year preceding the survey.
- Most female victims of completed rape (79.6 percent) experienced their first rape before the age of 25; 42.2 percent experienced their first completed rape before the age of 18 years.
- More than one quarter of male victims of completed rape (27.8 percent) experienced their first rape when they were 10 years of age or younger.
- An estimated 13 percent of women and 6 percent of men have experienced sexual coercion in their lifetime (i.e., unwanted sexual penetration after being pressured in a nonphysical way); 27.2 percent of women and 11.7 percent of men have experienced unwanted sexual contact.

[Source: Centers for Disease Control and Prevention (CDC). (2012). National Intimate Partner and Sexual Violence Survey (NISVS).]



References and Resources

Centers for Disease Control and Prevention (CDC). (2012). National Intimate Partner and Sexual Violence Survey (NISVS). Available at www.cdc.gov/violenceprevention/NISVS/index.html.

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*Reference to non-federal entities does not constitute an endorsement by the Department of the Navy or CNIC.

January 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New Year's Day	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16 Dr. Martin Luther King Jr. Day	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14 Valentines's Day	15	16	17	18
19	20 President's Day	21	22	23	24	25
26	27	28				

March 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

April 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14 Good Friday	15
16 Easter Sunday	17	18	19	20	21	22
23 30	24	25	26	27	28	29

